

Vogue



NEW FASHIONS
FABRICS
FACES

FEBRUARY 15, 1936
PRICE 35 CENTS



THE OUTDOOR, BUILT-IN, TILED SWIMMING POOL ON A NEW GRACE "SANTA" LINER, PHOTOGRAPHED AT NIGHT

GRACE LINE

BETWEEN NEW YORK AND

CALIFORNIA

(OR MEXICO CITY)



Only GRACE Cruises between New York and California include visits to Puerto Colombia, Barranquilla and Cartagena in South America; Panama; Costa Rica (westbound); El Salvador; an 80 mile trip inland in a special train to Guatemala City and Antigua; Mazatlan, Mexico; and Havana (eastbound). GRACE Line also provides rail-water tours via the same South and Central American ports as far as Mazatlan, thence to Guadalajara, Mexico City and home by rail. On board these new "Santa" liners every luxury: all outside rooms with private fresh water baths; open-air dining rooms on the promenade decks, with roll-back domes which open to the sky; outdoor, built-in tiled swimming pools; Dorothy Gray Beauty Salons; gymnasiums; club-bars; pre-release talkies; mechanical ventilation; and telephones in every room. One of these splendid vessels, the fastest and most luxurious ships cruising between New York and California, sails every two weeks. Ask your travel agent or GRACE LINE, New York; Boston; Pittsburgh; Washington, D. C.; Chicago; San Francisco; Los Angeles; Seattle.

The FUR-TRIMMED SPORTS COAT

IS THE COAT OF THE SEASON

Best's were first to forecast the success of the fur-trimmed sports coat, recognized now as the most important coat fashion for Spring 1936. Wear it in town, wear it in the country, wear it when you travel. Wear it over a suit now, and over your thin frocks later. Smart young women consider it an indispensable.

69.95

Best's features an exclusive version of the fur-trimmed sports coat in the beautiful Garnett English tweeds with luxurious collars of natural Canadian or Russian lynx. Silk lined and hand-finished. The colors are white, cherry, fog blue, gray, capucine, light blue, navy, brown, beige. Sizes 12 to 20.

Mail Orders Filled.

BEST & CO.

Fifth Avenue at 35th Street

Garden City Mamaroneck East Orange Brookline Jenkintown Ardmore Miami Beach





Old Traditions

WELCOME THE NEW
*in distinguished
American homes*



AIRFLOW EIGHT SEDAN

Perhaps you have been missing something rare and fine

In the brief space of two years, the Airflow Chrysler has won its way swiftly and surely into the most discriminating circles of America.

If you have merely watched this triumph, now is the time for you to act. Get inside an Airflow Chrysler and see just why this car has won the most enthusiastic owners any car ever had.

See what it would mean to you to ride in a car that actually seems to ignore the kind of road it runs on. Learn the plain truth that Airflow design—and this design alone—makes possible a kind of riding comfort no other car even approaches.

See what it's like to ride in the roomiest cars

AIRFLOW

Chrysler

ever built. See what those extra inches of seat width, cushion depth, head-room and leg-room really mean in glorious relaxation.

Consider what it would mean to you to know that you are riding in the safest car ever built . . . that you ride not only in a steel body . . . that you are actually surrounded by the heavy steel girders of the frame!

Experience the miracle of Automatic Overdrive . . . that makes high speeds as silently effortless as sailing . . . that cuts engine speeds one-third while the car floats



* swiftly on . . . that enables a great big car like the Imperial—one of the fastest cars in the world—to make an official economy record across the continent of 18.1 miles per gallon.

These are challenging facts. Things of real importance to you. As a modern-minded connoisseur of fine living, we invite you to test them . . . in a 1936 Chrysler Airflow Eight or Imperial . . . beautifully restyled inside and out . . . the most luxurious cars we have ever built.

☆ 1936 CHRYSLER SIX . . . 93 horsepower, 113-inch wheelbase. Six body types. Prices \$760 and up. Four-Door Sedan with trunk \$875. ☆ NEW CHRYSLER DE LUXE EIGHT . . . 105 and 110 horsepower, 121 and 133-inch wheelbase. Seven body types. Prices \$925 and up. Four-Door Sedan \$1045. ☆ CHRYSLER AIRFLOW EIGHT . . . 115 horsepower, 123-inch wheelbase. Six-passenger Sedan and six-passenger Coupe \$1345. ☆ CHRYSLER AIRFLOW IMPERIAL . . . 130 horsepower, 128-inch wheelbase. Six-passenger Sedan and six-passenger Coupe \$1475. All sedan models have integral body-form trunks. All prices list at factory, Detroit; special equipment extra. Ask about the new Chrysler Motors-Commercial Credit 6% Time Payment plan. ☆ WOULDN'T YOU LIKE A CATALOG? We will gladly send you our 1936 literature on request. Address Chrysler Corporation, Chrysler Sales Division, 12232 East Jefferson Avenue, Detroit, Michigan.

B. ALTMAN & CO.

FIFTH AVENUE

NEW YORK

Meadowbrook crepe blouse
with convertible neckline,
adapted from an import,
8.95

creamy, thready linen with
a lace-edged collar and
new short sleeve. **6.50**

polkadot crepe in a new
short, fitted overblouse,
copy of an import. **10.95**

these blouses may be
ordered by mail or phone

AN INTERESTING BLOUSE . . .

will make any good suit twice as good. And a choice that is becoming to you as well as the suit will not only double its attractiveness but make it a strictly personal costume. Blouse fashions have new interest this season, in cut, fabric and trim. Be sure to see them at Altman. blouses—third floor

A LARGER AND MORE BRILLIANT

Vogue

New editorial pages added to Vogue

Beginning with its March 1st issue, the editorial section of Vogue will be materially enlarged.

This will permit the Editors to devote more pages to the theatre, to art (which will be reproduced in color), the cinema, celebrity portraits, travel, etc.

These new pages will present to our readers the work of some of the ablest writers, artists and photographers in America, including the most distinguished contributors to Vanity Fair, a magazine whose good will and editorial assets have now been absorbed by Vogue.

This does not mean that the pages devoted to women's fashions will in any wise be decreased or altered. Indeed THE FORMULA OF VOGUE WILL NOT IN ANY WAY BE CHANGED—it will merely be developed more fully and impressively.

FASHION
BEAUTY
SOCIETY
TRAVEL
ART
MUSIC
DRAMA
CINEMA

HEREAFTER VOGUE WILL CARRY, ON
ITS COVER, THE TITLE, "VOGUE—
INCORPORATING VANITY FAIR".

MARCH 1, 1936
VOGUE

On sale at all good news-stands—February 28

"DRUMBEAT"

DRUMBEAT · HEARTBEAT · PULSEBEAT

MODERN PERFUME FOR A MODERN WOMAN

DRAMATIC IN BLACK AND GOLD TRAPPINGS

"DRUMBEAT" PERFUME 2.25 TO 27.00

"DRUMBEAT" EAU DE COLOGNE 2.00

POWDERS—FACE, TALC 1.00: BATH 1.50

CREATED BY CHARBERT, INTRODUCED BY . .

jay thorpe

FIFTY-SEVENTH STREET WEST



Elynor Fashions

REG. U. S. PAT. OFF.

PRESENT

A TRIO OF TOWN COSTUMES
IN A NEW WOOLEN

BY **PACIFIC**

• Three important 1936 silhouettes interpreted in a smart jacquard worsted. . . . A splendid all-wool fabric that can be formal or informal with equal grace. . . . You'll like it because it's smart, wears well and will always have that just-out-of-the-bandbox freshness. The new top-heavy silhouette in a coat by Lucille Paray; full sleeves, tight-fitting cuffs, detail tucking; sizes 12-20 **Under \$25** The tunic silhouette in a suit with a military air; soutache braid, metal buckles, ribbed silk collar; sizes 12-20 **Under \$20** The boxy swagger silhouette in a very dashing youthful suit; high throated, with smart buckle closing; sizes 12-20 **Under \$20**

Hats courtesy of Lilly Daché

Chicago, Ill. Carson, Pirie, Scott, Sec. 265
Birmingham, Ala., Parisian, Inc.
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Cedar Rapids, Iowa H. N. Craemer Co.
Chattanooga, Tenn. Miller Bros. Co.
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For the name of the store in your city, write to
ELYNOR FASHIONS
225 West 34th Street • New York





Presenting —

feet cast in bronze kidskin



The definitely elegant mood that makes you insist on real lace at your wrists inspired us to create these shoes. The leather, soft and supple as a glove, comes out of its coppery bath with the rich patina of an antique. Distinguished with blues and greens and printed silks.

SAKS FIFTH AVENUE
NEW YORK PARIS CHICAGO



Shown top to bottom

"Isis," square-heeled, square-toed, called by Paris "the most significant shoe of the year" 12.75

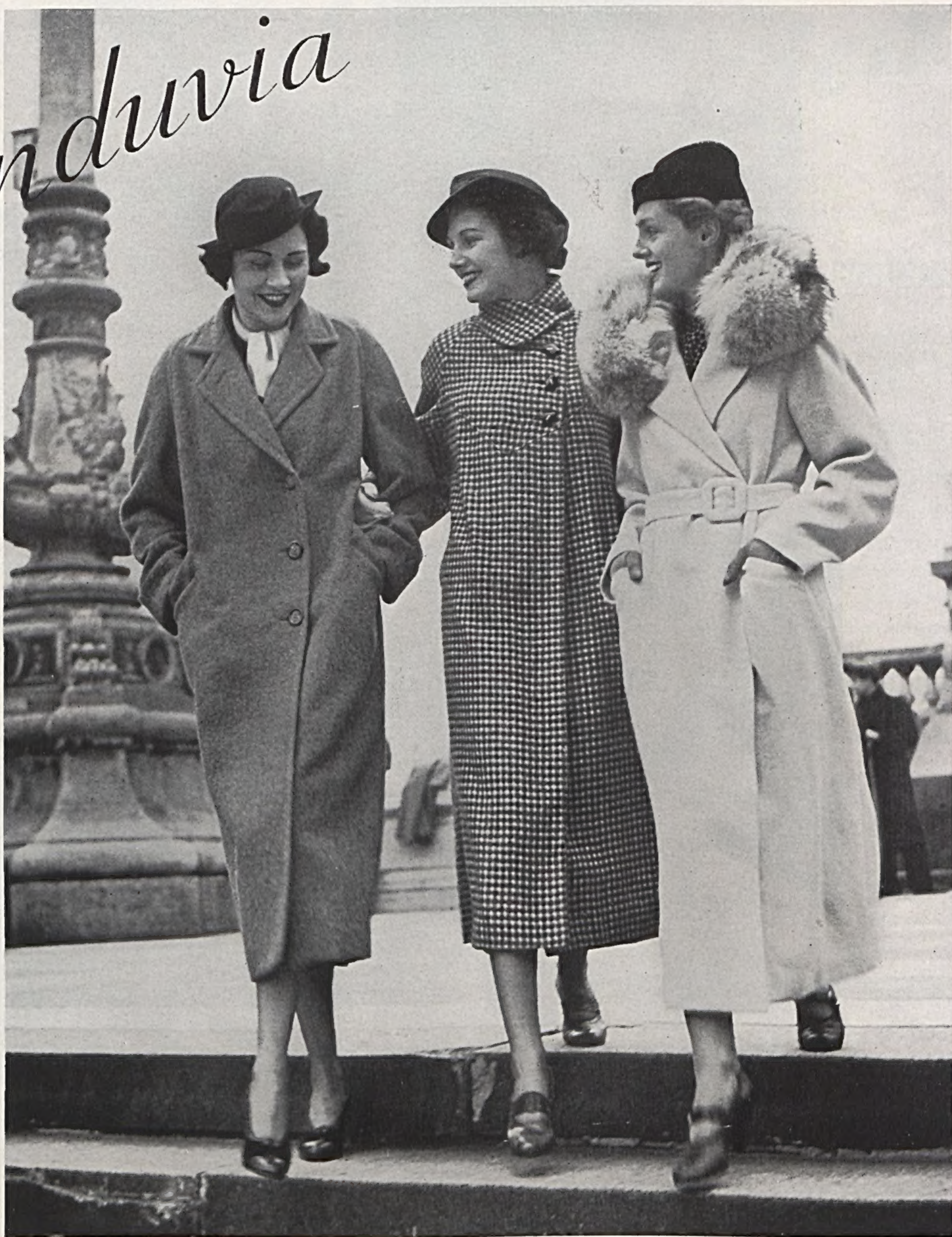
Hindu Sandal in bronze, gold nailheads. First open-shank sandal that really supports the foot 12.75

Saks-Fenton pump, its bronze lustre emphasized by a touch of gold at the instep 12.75

Saks-Delman sandal in bronze, the soaring grace of its line accented by gold kid piping 16.50

CASUAL SPRING COATS

Anduvia



REMIE LOHSE



Anduvia—The Natural Fabric—is more lovely than ever in the new spring weights, new weaves, new patterns and new, natural colors. No dyes used. . . . From \$39.75 at fine stores on an exclusive basis.

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LORD & TAYLOR, New York. McCUTCHEON'S, New York. R. H. STEARNS, Boston. SAGE-ALLEN, Hartford. COTRELL & LEONARD, Albany. GLADDING'S, Providence.



FORBATH & REJANE

henri
Bendel inc

Springtime Enchantment . . . black organza over taffeta . . . the more handsome for its cape of pale pink ostrich plumes. A Bendel origination for immediate wear.

TEN WEST FIFTY-SEVENTH STREET  NEW YORK

In the Georgian Mood

Presenting

Royal Windsor

FREE — Pictures and prices of all Towle patterns with engraving suggestions.

NEW BOOK FOR BRIDES
only 10 cents — "How to Plan Your Wedding and Your Silver" — tells what to do three months in advance, two months, six weeks, three weeks, last week, last day. Four pages for the groom. Emily Post and "Vogue" on sterling silver. Twenty-four fascinating pages. Very practical and a priceless record.

THE TOWLE SILVERSMITHS
Newburyport, Massachusetts
Bride's Personal Service — Dept. K-2

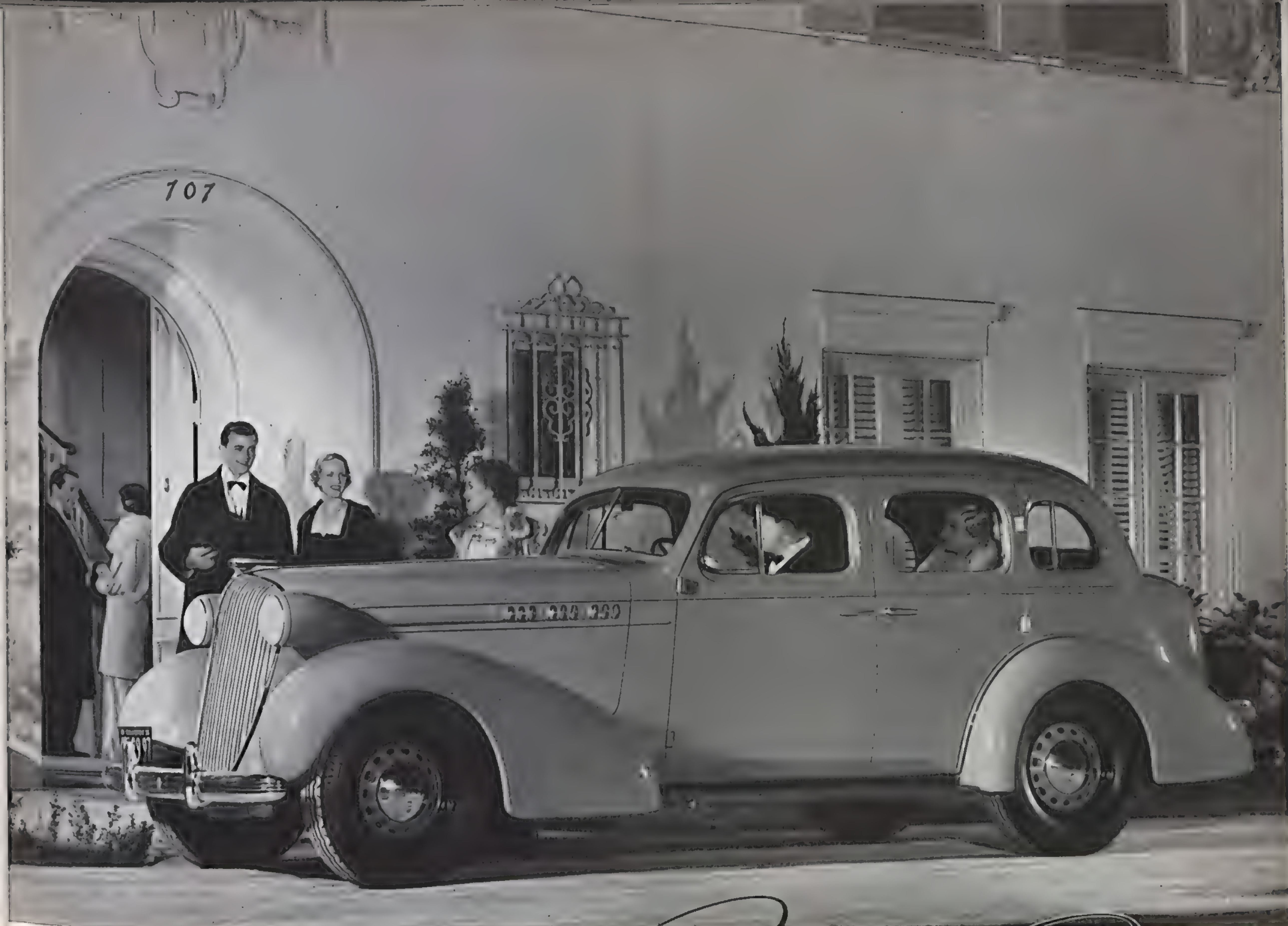
[] Please send me free folders, etc. . . . especially on the _____ pattern.

[] I enclose 10 cents for your book, "How to Plan Your Wedding."

Name, Street, City, State _____

The beautiful Renaissance motifs of this new sterling combine with its modern restraint to adapt it perfectly to the present period of elegance. See your jeweler's first showing of it this month.

By TOWLE
with Craft Traditions
SINCE 1690



Seen at the Smartest Places

WHERE fashionable society gathers, there inevitably is Oldsmobile—smart car-about-town. People with a taste for the distinctive have been quick to approve Oldsmobile's modern streamline beauty—quick to appreciate the luxury of Oldsmobile's roomy and richly tailored interiors. Behind Oldsmobile's wheel, discerning drivers have gained a new conception of steering ease, shifting convenience and braking response. In Oldsmobile's restful seats discriminating passen-

gers have found the comfort of a gentle, gliding ride. And all have thrilled to performance that is smoother, livelier and more economical, both in traffic and on the open road. Naturally, then, the Oldsmobile Six and Eight... at their new low prices... are favored cars among smart people everywhere.

Sixes \$665 and up... Eights \$810 and up, list prices at Lansing, subject to change without notice. Safety Glass standard equipment all around. Bumpers with guards, spare tire, and rear spring covers built into all cars at the factory at extra cost. Car illustrated is the Six-Cylinder Touring Sedan, \$820 list. A General Motors Value

NEW 6% G. M. A. C. TIME PAYMENT PLAN

\$665

OLDSMOBILE

"The Car that has Everything"





BEGINS AT HOME!

Salon grooming, after all, is a matter of care . . . care you can get from professional fingers . . . care you can train your own fingers to continue at home. And care, too, in your choice of the preparations that touch your skin. DuBarry care is simple (your favorite cosmetic counter has the booklet that describes our salon technique). And DuBarry products are trustworthy . . . creams and lotions to keep your skin soft, smooth, supple; to aid drooping lines, smooth away that weary look; makeup that is magically becoming, right for you. Shop for beauty where you see the DuBarry symbol . . . practice those practical face-resters, the DuBarry hand principle movements. Then today, tomorrow, every day—milady, a salon awaits you . . . *at home!*



By your pallor will they know you as a new comer down South—unless you fool 'em with that artful new discovery, DuBarry Tropical Makeup. The powder at \$2, the rouge and lipstick at \$1 apiece, will make you look as sun-kissed and golden as any native daughter

If it's a cruise you're contemplating, invest in the DuBarry Junior Kit and save precious room in your suitcase. Everything you need in one prize package—creams, lotions, makeup—to keep your complexion sweet and lovely. A mere \$4

When your face feels tired of it all, give it a quick pickup with the new DuBarry Stimulating Cream. It sets up a healthy glow, wakes up your skin and makes it feel alive and radiant. \$2

Your face is only as young as your throat, and DuBarry Special Skin Food, Special Astringent, and Muscle Oil are the Three Musketeers that discourage wrinkles and help to keep contours firm. \$1.50 each

That baffling handbox look—how do New York's busy women keep it? They have a standing date once a week at the Richard Hudnut Salon, 693 Fifth Avenue, for massage, shampoo, finger-wave, facial, manicure, and pedicure. Take a leaf from the busy gal's calendar and hie you to Hudnut without delay!

DU BARRY
Beauty Preparations

RICHARD HUDNUT

New York Paris London
Toronto . . . Buenos Aires . . . Mexico City
Budapest Capetown Shanghai
Sydney Havana Vienna

Individuality Preferred

A Spring costume in Milgrim tradition, planned for women whose clothes are Fashion news... Slender frock with cleverly cut cape in an exclusive sheer wool. Sweater yarn for pompoms that seem to deepen the rich new shades in which this ensemble is made.



PHOTOGRAPH BY GABOR EDER AT THE CARLYLE.

MILGRIM

6 WEST 57th STREET
CLEVELAND NEW YORK DETROIT
In Miami Beach, 738 LINCOLN ROAD

COLOR YOUR COSTUMES



• Want to be a Spring success?
 It's up to your accessories.
 Use them for color contrast.
 Start with our 1936 Cabanas.
 Watch how they liven up
 old costumes and new!
 How they make each suit or dress
 serve a double or triple purpose!
 Fourteen different colors, styles, materials
 to choose from.
 Air-cooled, kid-lined,
 they yield on your feet without stretching.



DESIGN U. S. PATENT APPLIED FOR

Walk-Over 1936 CABANA*



Chamois suede with ginger brown (as worn at the London and Paris Openings of Mme. Anny Blatt). Gray suede with dove calf. White suede with brown. All-white. Blue, brown or black calf with patent. Town sports, street or afternoon. Step-in, broad-strap, tie. Each \$8.50. Main Spring* Arch tie \$10.50. Prices slightly higher West. Other Walk-Over shoes from \$6.85 up.

COSTUME BY DEL MONTE-HICKEY

*REG. U. S. PAT. OFF.

WALK-OVER • 510 FIFTH AVENUE
 PARIS: 15 Avenue de l'Opera LONDON: 372 Oxford Street, W. 1.



1936 LIMITED EDITION

—dresses in exclusive silks

PRINTED IN FRANCE

Inspired, of course, by the plaudits the first edition received last spring. FRENCH prints . . . MACY prices . . . we expect *this* edition to be oversubscribed, too. The patterns are French. The soft, soft pure-dye silks are French. And they are printed in France. Just so many . . . and just for Macy's. Over here, clever designers study each print. Then create dresses, jacket suits and redingote costumes, eighteen styles in all, for a limited group of sensitive souls who like their spring delirium early. In the Little Shop Annex and the Women's Better Dress Shop—Third Floor.



Above—"FEUILLE"—leaves, scallops, and a jabot all the way to the hem. 36 to 44 and 33½ to 41½. 16.98. (Rami-Cel Breton, cut-suede flower—6.99)

Right—"CARRÉ"—square print, squared Gibson Girl shoulders. Jacket dress in sizes 12 to 20. 19.98 (Copy of Suzy's Gibson Sailor in felt—11.74)

Right—"MARGUERITE"—spring dream in daisy petals and scallops. Sizes 12 to 20. 15.98. (Sheer Crys-straw Hat, scoop-front—6.99)

MACY'S

Accessories from the
Accessory Shop—35th St. Balcony

34TH STREET AND BROADWAY, N. Y. C.



The modern way TO FIGURE-BEAUTY



Figure-moulding Foundation Garment with center-back application of the Talon fastener. Note how smooth and flat this continuous closure lies.

...Choose corsets that go on without effort because of the **TALON** slide fastener



TALON is the only slide fastener with the automatic lock. Lift the pull tab and it opens easily. Let go and it locks securely.

It's the modern trend in corsetry . . . the vogue for the Talon-fastened garment that gives you control without restraint, fits you snugly, yet goes on without effort.

There's no need to wriggle and struggle into a Talon-fastened garment. The long, continuous closure of this fastener makes it possible to step into your corset—then tailor it to your figure after you've put it on. All you have to do is to give a gentle pull on the fastener. Swiftly it glides into place, then locks automatically and stays fast against all strain.

Your figure is sheathed to lines that flow in un-

interrupted beauty beneath your frock. There's not a trace of bulge or wrinkles . . . just one smooth, silken surface. The Talon fastener assures a smooth, flat, seamlike closure, always.

Talon-fastened garments for every figure, for every occasion of the day and evening, in a wide range of prices await your choice in the better shops. When you buy, make sure of satisfaction by checking the name on the tab—it must read **TALON**.

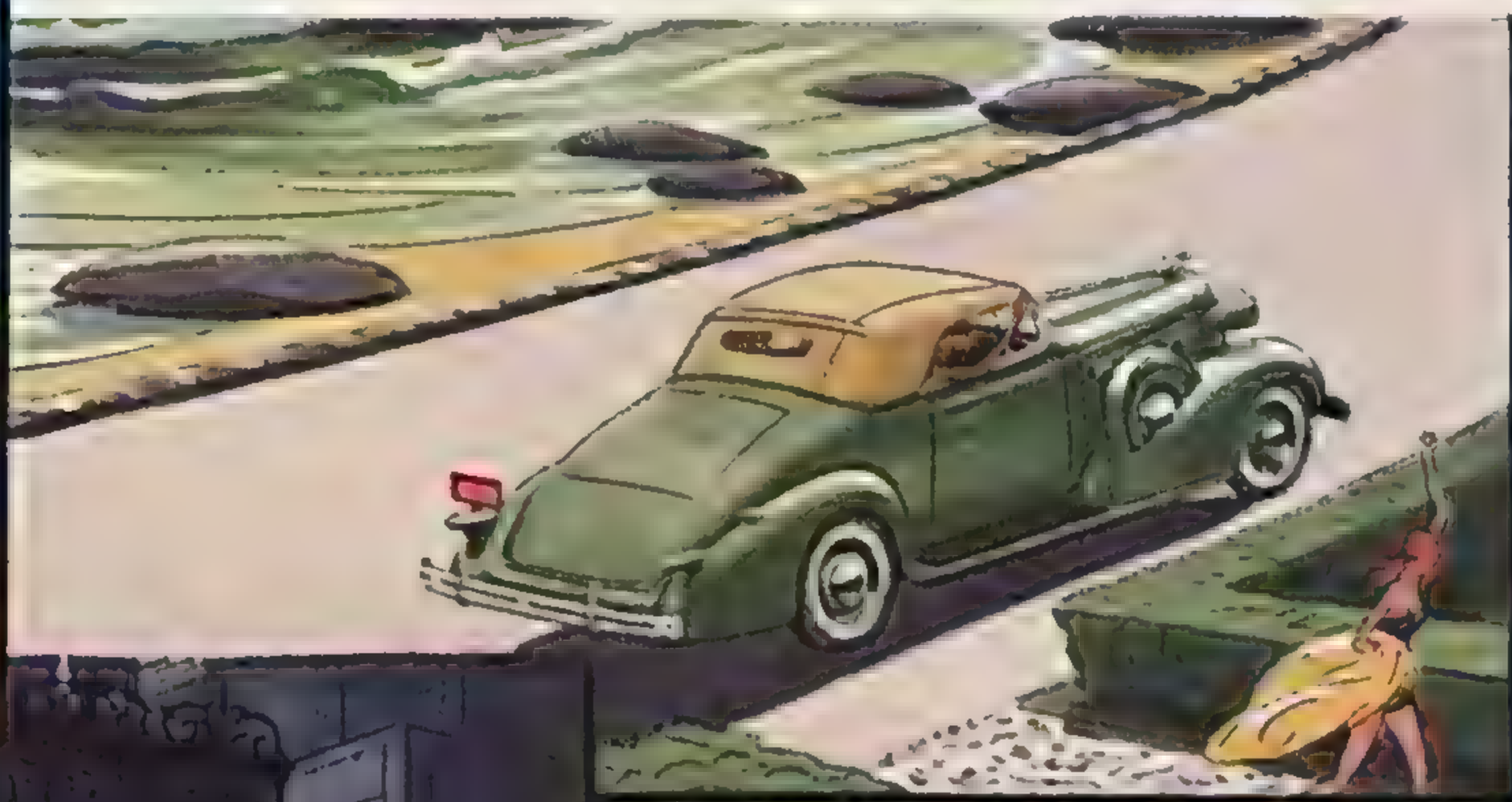
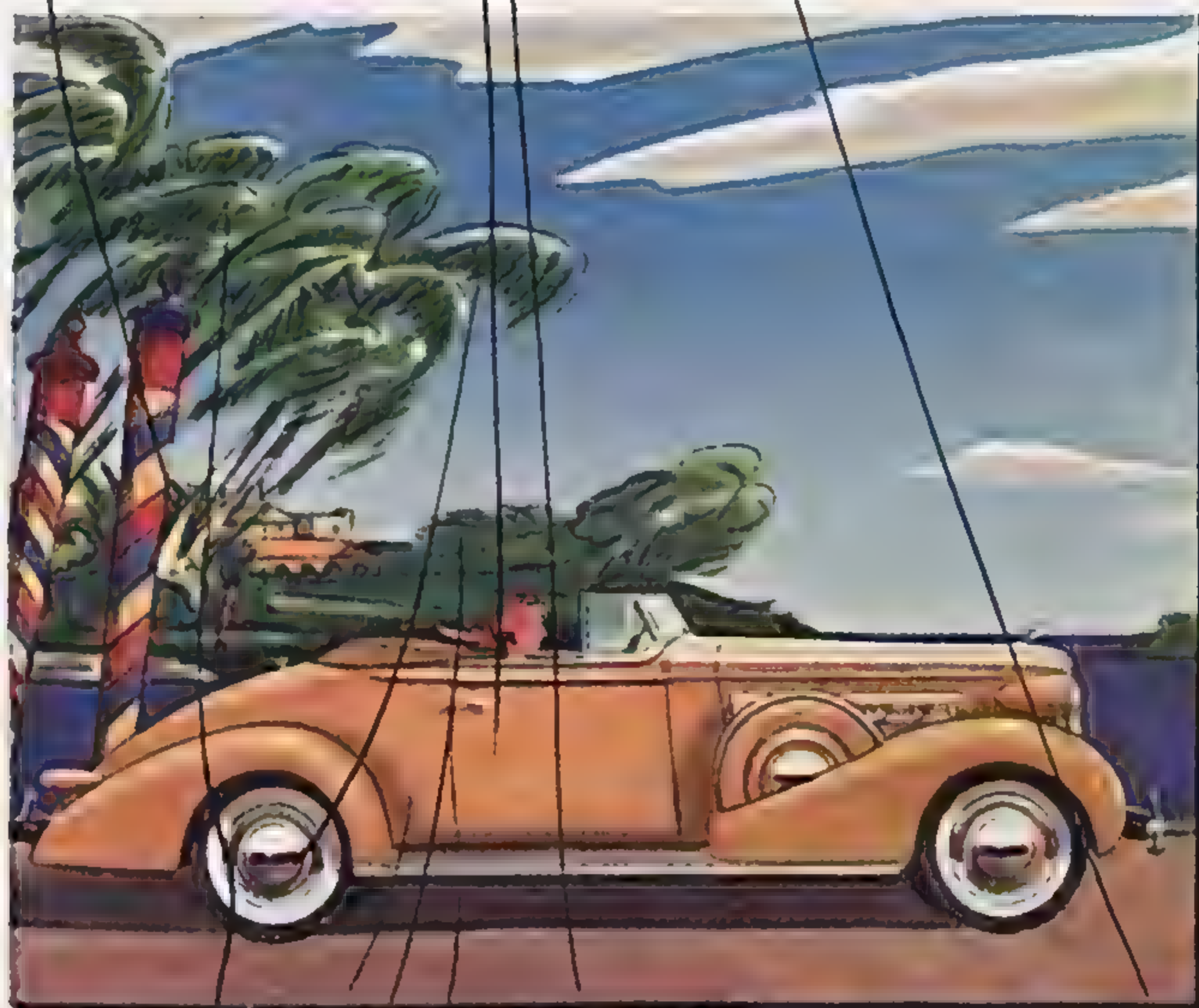
Hookless Fastener Co., Meadville, Pa. New York, Boston, Philadelphia, Chicago, Los Angeles, San Francisco, Portland, Seattle.



LaSalle

\$1175

The natural impulse and instinct of most progressive and ambitious Americans is to own and drive a car by Cadillac. . . They usually have the feeling that the stamp of Cadillac means the removal of the last motoring doubt—the purchase of endless hours and miles of the most flawless travel attainable. . . It is wise and safe to follow an instinct so strong and deep-rooted, so natural and impulsive. Such judgments on the part of great groups of people are to be trusted. . . This is especially true now that the privilege and pride of Cadillac ownership are possible at the lowest prices in more than two decades. . . The satisfaction of rising above the rank and file of the best of motor cars is yours, now, at figures which make the Royal Family of Motordom the paramount value of the time and the year.



LA SALLE . . \$1175

CADILLAC . . \$1645

CADILLAC
FLEETWOOD \$2445

Model illustrated is the Convertible Coupe, \$1255. Prices list at Detroit, and subject to change without notice. Special equipment extra. Available on G. M. A. C.'s new 6% Time Payments.

*The Royal Family
of Motordom*



DÉCOR BY HAMPTON SHOPS

ALWAYS...Two smart costumes of Stehli's ALWAYS
 Façonné, woven with soft, subtle, self figures... at
 LORD & TAYLOR, New York • THE BLUM STORE, Philadelphia
 NEIMAN-MARCUS CO., Dallas • CHASNOFF, Inc., Kansas City
 BULLOCK'S, Los Angeles • L. S. AYRES & CO., Inc., Indianapolis

Stehli

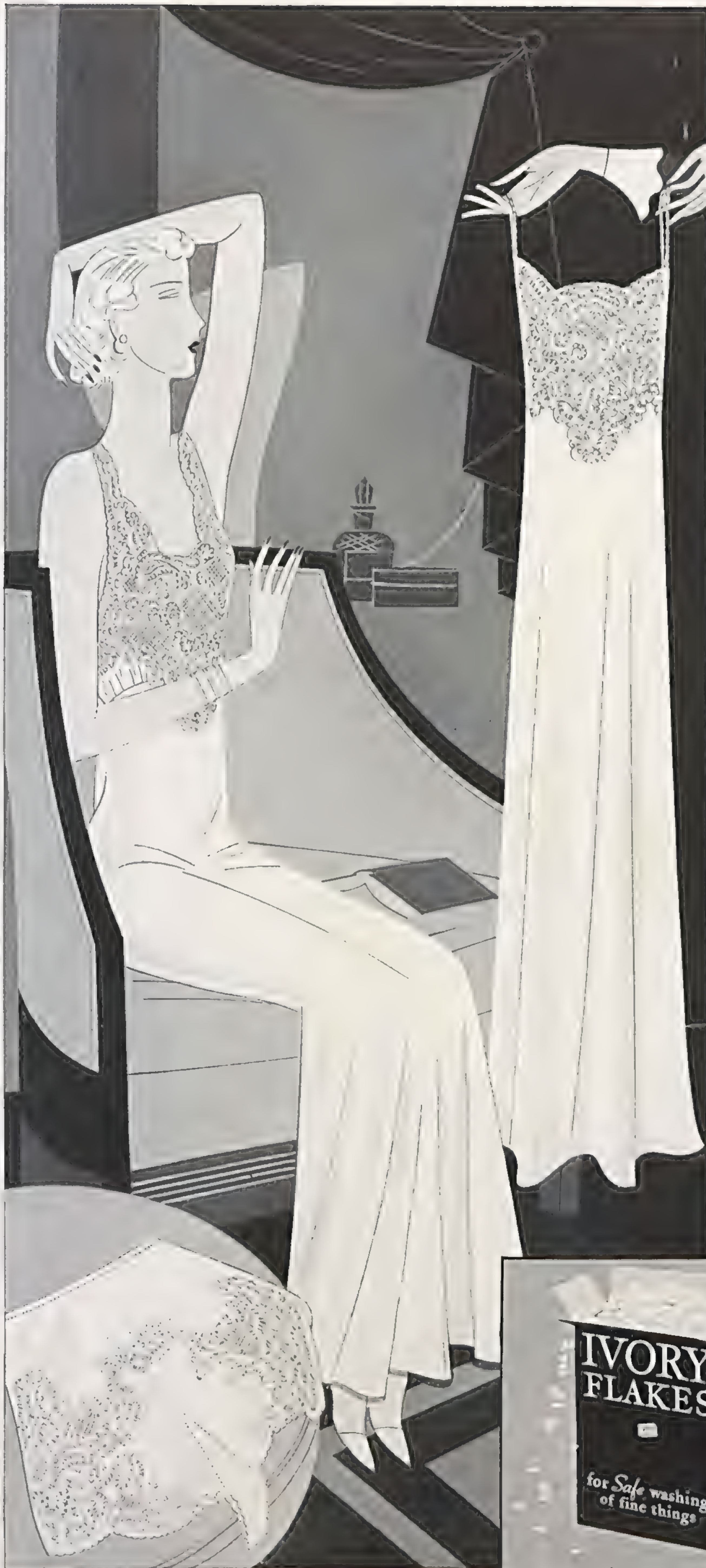
Three Loves in Satin

Yolande presents sculptural satins lavish with queenly lace . . . Hand-run Alençon in an exquisite reproduction of the antique scroll-leaf-and-flower pattern. Tea rose or white non-shiftable satin, supple as the sea . . . Hand-made to the last tiny silk stitch. Shoulder-straps and hems are finished in a series of satin seashells.

Things of beauty — but made to wash and wear. And they will wear, if you care for them the way Yolande suggests: "permit only gentle suds of pure Ivory Flakes for their tubbings." Delicate chiffon curls of Ivory, the soap that's so kind even to a baby's sensitive skin . . . Ivory Flakes are the secret of eternal youth for these three loves in satin.

Yolande

famous maker of fine hand-made underwear, says:
"GIVE THEM ONLY GENTLE IVORY FLAKES CARE"



IN NEW YORK CITY

Exclusive with

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Lewiston, Maine The B. Peck Co.

"Fashion

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"THE SWAGGER COAT" . . . It's the glass buttons—the matching velvet collar—the Creed sleeves—that make this 3/4 swagger new and 1936 \$35

"THE BOX COAT SUIT" . . . Buy a box coat suit with a double breasted closing—an admiral collar—and Creed sleeves—and know that you are first in fashion with a "Fashion First" \$35

Write to your local store for the new eight page "FASHION FIRSTS" Brochure

Firsts[®]

STORES OF AMERICA



"THE THREE PIECE SUIT" . . . Your three piece suit this Spring must be in two tones and flannel and have a "figger" top coat to make it completely 1936. "Fashion Firsts" presents the man tailored model above at **\$49.75**

"THE BUTTON COAT" . . . A perfect example of 'feminized tailoring' in a button-down-the-front coat of a mixture woolen with a grey persian collar and Creed sleeves. A "Fashion Firsts" origination at **\$55**

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Phoenix, Ariz. Switzer's
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Portland, Maine Beckwith's
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Pottsville, Pa. Caster's
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Sacramento, Calif. Bon Marche
Salina, Kansas Drake's
Salt Lake City, Utah Z. C. M. I.
St. Louis, Mo. Scruggs, Vandervoort-Barney Co.
San Francisco, Calif. Livingston Bros.
San Jose, Calif. Appleton & Co.
Schenectady, N. Y. Lady Lee and Evelyn Shops
Shawnee, Okla. Peggy's & George Ann Shops
Sheridan, Wyo. Baertsch's
Shreveport, La. The Fashion
Sioux City, Ia. T. S. Martin Co.
South Bend, Ind. Geo. Wyman & Co.
Stamford, Conn. H. Frankel & Sons, Inc.
Syracuse, N. Y. Flah's

Terre Haute, Ind. Silver Specialty Shop
Toledo, Ohio Stein's
Tulsa, Okla. Field's

Uniontown, Pa. Rosenbaum, Inc.
Utica, N. Y. Frank T. Howard Co.

Waco, Texas Bauer-McCann Co.
Washington, D. C. Frank R. Jelleff, Inc.
Waterbury, Conn. Worth's
Waterloo, Ia. Palace Clothiers
Wausau, Wis. Secor's
Wheeling, W. Va. Stone & Thomas
Wichita, Kansas Garfield's
Wilkes-Barre, Pa. Beverly Shop
Wilmington, Del. Arthur's Apparel Shop
Worcester, Mass. Ullians

York, Pa. Bell's
Youngstown, Ohio Chas. Livingston & Sons



Top Heavy Bust
Short Waist
Straight Hips

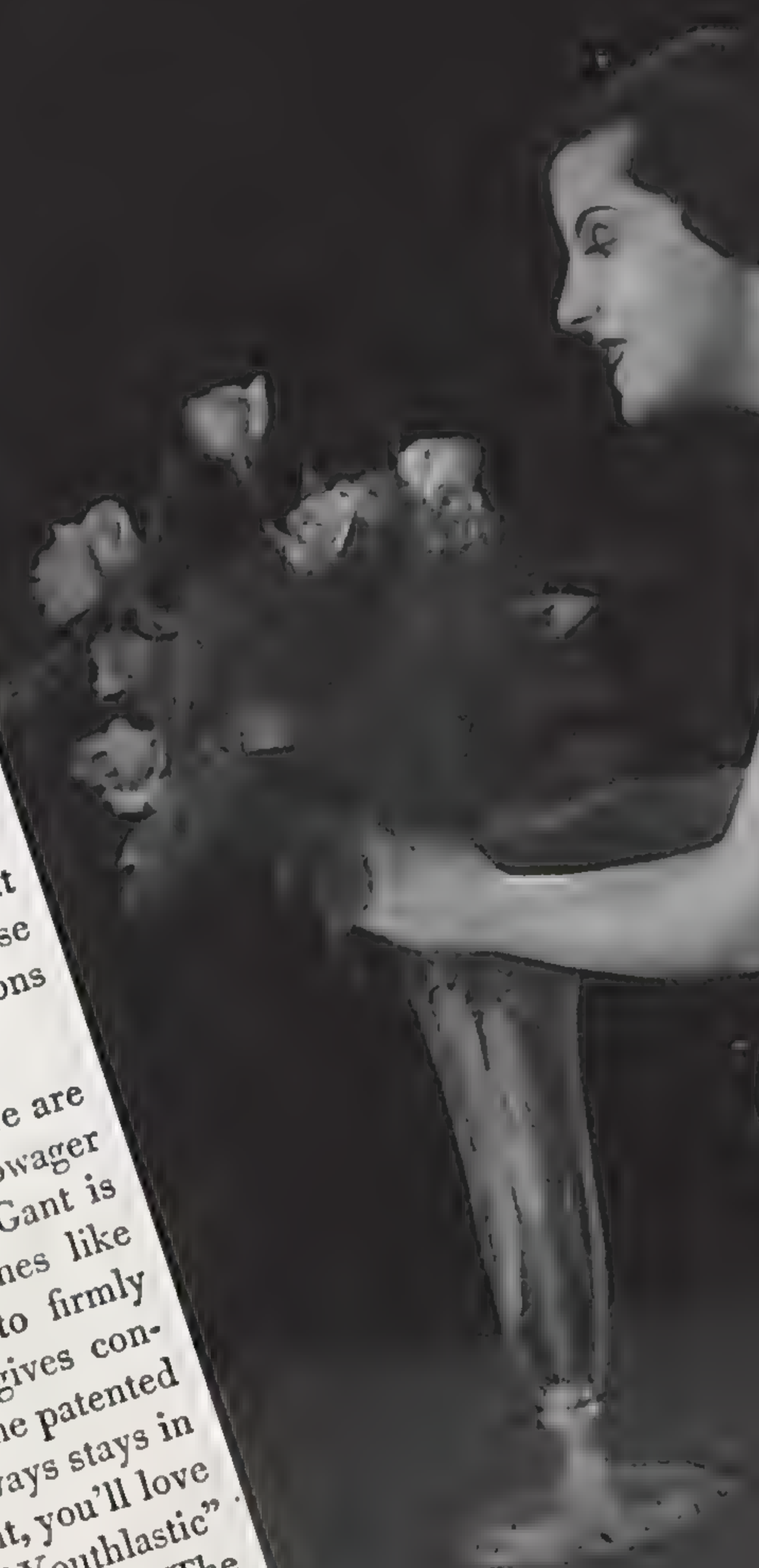


Average Bust
Short Waist
Long Full Hips



Average Bust
Short Waist
Average Hips

STRETCHES BOTH WAYS • WILL NOT RIDE UP



THIS CORSET IS UNIQUE!

IT'S THE "HALF-SIZE" LE GANT.
If you are short, "Half-Size" Le Gant will fit you to perfection, will smooth those bumps and bulges into gracious curves. You can "walk into" one of the three types of "Half-Size" Le Gants without the fuss or expense of alterations—because "Half-Size" Le Gants have special proportions just right for you.

If you're not in the "Half-Size" class—there are other Le Gants suitable for debutante or dowager (and those in between). Remember—Le Gant is the foundation that's different! It stretches like elastic, but controls like cloth (thanks to firmly woven two-way stretch Youthlastic). It gives control *plus*. If you're a bit heavy, ask for the patented "TwoWay-OneWay" back. Le Gant always stays in place and keeps its shape. Try Le Gant, you'll love it!...Look for the label "Le Gant of Youthlastic"...Write for free 24-page illustrated booklet, "The Corset that's Different." The Warner Brothers Company, 200 Madison Ave., New York City.

GIRDLES OR CORSELETTES \$5 TO \$35 • AT BETTER SHOPS

LE GANT

OF YOUTHLASTIC

By REDFERN
*Trade Mark Reg. U. S. Pat. Off.



STETSON ANNOUNCES

MAN-MADE SHOES FOR A TAILORMADE SPRING



THERE'S a new man in your life! The Stetson shoe-tailor. He's the symbol of man-tailored shoes for tailor-made clothes. And it's logical that Stetson should introduce this mode. Stetson began as men's bootmakers fifty years ago, and their reputation in this field is unrivaled. In Stetson's man-tailored shoes for women, you get not only a nice conformity in types of shoes for town and country dress, but a skill in benchwork and leathercraft that parallels the custom trade in clothes. And these Stetson-tailored shoes have a lightness of touch that's entirely feminine. They're modish... not mannish! Just see your foot Stetson-shod, and feel it Stetson-fitted. You'll say the whole idea's slick. And sleek! The Stetson Shoe Company, Inc., South Weymouth, Mass. Send for Spring tailor-made style-book.



JODSON—A typical bootmaker's job! High jodhpur cut, to balance the "weight" of mannish woollens. In russet gun-case leather or rugged brown bucko, with self-toned pipings.



CADETTE—Big brass eyelets; no funny business! Out this Spring in seven new colors: black, grey, beige, blue, brown or white bucko, or black or russet calfskin. Wide woven laces.



PEDALON—A new T-strap sandal with high buckled bands. You can walk, run, stand for hours and keep cool forever in Pedalon! Blue bucko, or russet or white calfskin.



HIGH PUMP—An afternoon suit-shoe, for occasions when you wear a soft blouse and white gloves. Tailored stitching and two little curled reverses of leather, on brown or black kid.

Stetson Shoes

© 1936 The Stetson Shoe Co., Inc.
MAN-TAILORED

Stetson Man-tailored
Shoes are sold in leading
stores across the country.
Here's a typical list...

AKRON, Wagoner-Marsh Shoe Corp.
ALBANY, E. A. Beaumont Co.
ALTOONA, A. Simon & Co.
BALTIMORE, O'Neill & Co.
BANGOR, ME., Hub Shoe Store
BINGHAMTON, Parlor City Shoe Store
BOSTON, Jordan-Marsh Co.
BOSTON, Stetson Shoe Shop
BROOKLYN, David Heller
BROOKLYN, Harry Sachs

BROOKLYN, H. Triebits, Inc.
BUFFALO, The Stetson Shoe Shop
CANAL ZONE
Commissary Panama R. R. Co.
CANTON, OHIO, Horton's, Inc.
CHICAGO, The Stetson Shops
144 South Dearborn St.
CINCINNATI, Stetson Shoe Shop
CLEVELAND, Cleveland Stetson
Shop Co.
COLUMBUS, Holbrook Bootery Co.
DAYTON, Harry L. Buck Shoe Co.
DECATUR, ILL., Raupp & Son
DENVER, Daniels & Fisher Stores Co.
DERBY, CONN., Hubbell Bros.
DES MOINES, Wiltsey's Shoe Shop
DETROIT, Berke's Boot Shop

ELMIRA, N. Y., Gosper-Kelly, Inc.
FLUSHING, L. I., Harry Sachs
GREENWICH, Favorite Shoe Store
HARTFORD, W. G. Simmons Corp.
HUNTINGTON, W. VA., Ayres & Harwood
KANSAS CITY
Arnold Glove Grip Shoe Shop
LANCASTER, PA., Shaub's Shoe Shop
LINCOLN, NEB., Miller & Paine, Inc.
LOS ANGELES, J. W. Robinson Co.
LOUISVILLE, Baynham Shoe Co.
MADISON, Huegel-Hyland Co.
MIAMI BEACH, FLA., Franklin Shoe Salon
MILWAUKEE, Stetson Shoe Shop
MINNEAPOLIS
Standard Clothing House, Inc.

MOLINE, Schwenker & Mouglin, Inc.
NEWARK, Stetson Shoe Shop
NEW YORK, Stetson Shoe Shops, Inc.
15 West 42nd Street
153 Broadway
NEW YORK, Greenleaf Shoe Co., Inc.
NEW YORK, N. Ostrow
NEW YORK, Swarts Shoe Shop
NEW YORK, Traymar Shoes, Inc.
NEW YORK, Vanity Boot Shop
OMAHA, NEB., Nebraska Clothing Co.
PHILADELPHIA
Norcross & Abbott, Inc.
PITTSBURGH, Stetson Shoe Shop, Inc.
PORTLAND, ORE., Stetson Shoe Shop
PUEBLO, Crews-Beggs D. G. Co.
READING, Kathryn M. Anderson
ROCHESTER, MINN., Baker & Steinbauer Shoe Co.

ROCHESTER, N. Y., Park-Brannock Stetson Shop, Inc.
RUTLAND, VT., Wilson Clothing Co.
SACRAMENTO, CAL., Bon Marche
SAGINAW, Kuiper Bootery, Inc.
ST. LOUIS, Hutcheson Shoe Co.
SALT LAKE CITY
The McKendrick Shoe Co.
SAN FRANCISCO, Frank Werner Co.
SEATTLE, The Stetson Shoe Shop
SPRINGFIELD, ILL., Reich Shoe Shop
SPRINGFIELD, MASS., Stetson Shoe Shop
STAMFORD, CONN., Perry's Shoe Shop
SYRACUSE, Park-Brannock Co.
WASHINGTON, D. C., Stetson Shoe Shop
WILKES-BARRE, PA., Walter's Shoe Store
YONKERS, J. Caator

MATINEE MODES DUPLEX ROMAINETTE IN DU PONT RAYON



THE CONTINENTAL, left — Nothing looks fresher than embroidery on sheer crepe. Navy, black, or Russian calf embroidered in white. Sizes 18-44.

SHANGHAI EXPRESSED, far left — A winging scroll print coat over a distinguished young dress. Navy with navy jacket printed in red, chalcedony blue, white, or aqua. Black with black and red or black and white. Brown with brown and beige. Grey with plum and grey. White with jacket printed in navy or black. Sizes 14-44.

EASTER VIEW, below — Eyelet embroidered French net and impeccable tailoring in sheer Romainette. Separate jacket — slightly fitted. Navy, black, beige, Russian calf, rose, aqua, dove gray or phantom blue. Penny pearl buttons. Sizes 16-44.



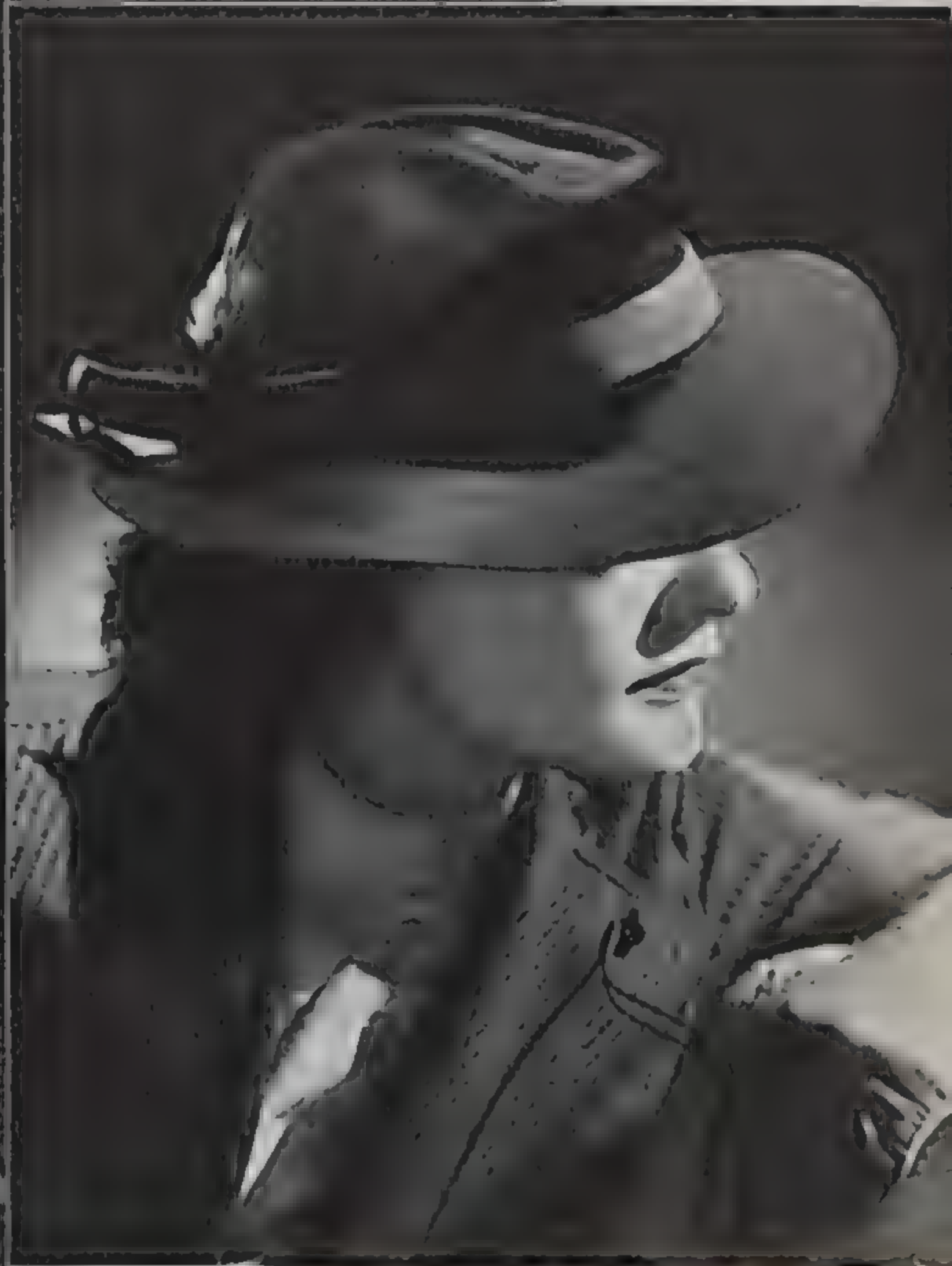
VOGUE SAYS: "Nearly all the new dress fabrics are semi-sheer." In gay agreement, Matinee Modes presents a pre-Easter trio — each an individualized fashion — proclaiming the sheer loveliness of Du Pont Rayon yarn. You'll find them in fashionable shops throughout America — all priced under twenty dollars.



For the name of the store in your city, write MATINEE MODES, sponsored by Price-Schlesinger, Inc., 1400 Broadway, New York City

HATS OF CONSEQUENCE!—in a world full of feminine hats! New spring fashions from Paris—the “Camel’s hump” crown, the fringed brim, the sloop silhouette. And the hats, as befits the best, are of Mallory Fur Felt, America’s standard of quality in fur felts. For what profit fine tailoring and fair lines unless the hat will wear as well as it looks. Mallory Fur Felt has character as well as distinction—and that’s saying a brimfull!

Leading hat designers, and the first shops of the land, insist upon Mallory Fur Felts, for their hats.



“Duke of Gloucester” Gray Flannel Suit by Bonwit Teller.



BONWIT TELLER, NEW YORK



J. L. HUDSON CO., DETROIT



THE HIGBEE CO., CLEVELAND



JOSEPH HORNE CO., PITTSBURGH



CHAS. A. STEVENS & CO., CHICAGO



THE GANO DOWNS CO., DENVER



J. GARFINCKEL & CO., WASH., D. C.



C. CRAWFORD HOLLIDGE, BOSTON



I. MAGNIN & CO., LOS ANGELES

MALLORY FUR FELTS

Smart
THAT KEEP ON LOOKING SMART
Shoes

THE HARLEQUIN... *Matrix Sandal with new wide T-strap. Note the flattering rounded-toe last. Striking in Black Fabric with Patent Leather for brilliant contrast. Effective in Blue Fabric with Kid trim.*

THE DELHI... *Smartest Sandal of 1936. Note the squared toe and heel and the new broad T-strap with triangular cut-outs. This advanced style is featured in unlined Bucko, in a variety of colors—Grey, Blue, Brown, Black or White.*



Matrix




Collegebred

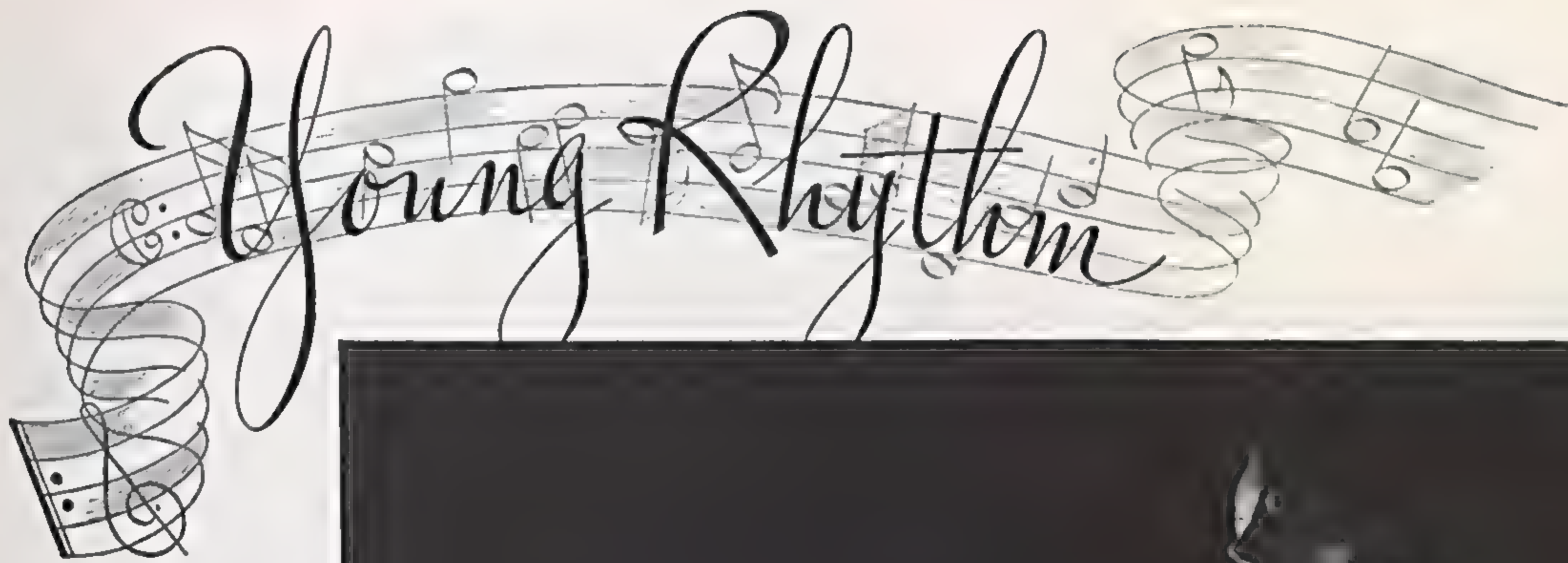
The brilliant styles that first attract you, hold their appeal, for these shoes are moulded to a lasting beauty.

It is "your footprint in leather" that keeps these models looking smart. For this patented sole is shaped to the lines and curves of your foot so exactly that your foot is held firmly yet comfortably in place. You will walk more gracefully and with perfect poise in these permanently attractive shoes. And find their lasting style means economy as well.

Collegebred Shoes at \$7.85 and up. Matrix Shoes at \$9.00 and up. E. P. Reed & Company, Rochester, N. Y. Matrix and Collegebred Style Studio, 47 West 34th Street, New York.



CREATED  BY REED



BUDS TWO, G-29. *Below-left*, abbreviated pantie-girdle, brief as a fast-stepping tap dancer's tights . . . "the tops" with shorts or newly-swank culottes. Even sizes 24 to 30, \$2.50. B-2 TOPPER BANDEAU, sizes 32-38, \$1.50.

BUDS FIVE, G-30. *Below-right*, 12-inch pantie-girdle that's grand with tweeds, twills or formals. Trims thighs like magic. Eyelets for garters. Even sizes 24 to 30, \$2.50. B-18 BANJO BANDEAU, even sizes 32 to 38, \$1.75.

INTRODUCING

"Buds"

BY CARTER



BUDS THREE, G-21. Brief 12-inch girdle with an "Accent on Youth" . . . smooths your thighs, rounds your derriere and flattens your tummy. Even sizes 24 to 30, \$2.50. (G-26, shorter model, \$2.) . . . B-18 BANJO BANDEAU, \$1.75.

... WISPS OF SLEEK CONTROL FOR AGILE SLIMSTERS!

● Talented Trifles . . . this "Buds" group by Carter! Designed for those active, agile youngsters who need just a touch of smoothing rather than downright control. Any one of the 5 Buds—2 girdles and 3 panties—are perfect first foundations. Seamless, boneless, light as air and brief as a dance step, they make the most siren-tight frock fit without a

shadow, yet leave you soft and supple as though you wore nothing. "Lastex" stretch? Certainly. Washable? Of course. Pre-shrunk, too. What's more, "Buds" are priced for a pre-college allowance . . . \$2.00 to \$2.50. Here's to "Buds," pledged to "Young Rhythm" with a smooth new line. You owe it to your public (and your "figger") to wear one.

Carter's FOUNDATIONS
Pre-shrunk

The William Carter Company, Boston, New York, Philadelphia, Cleveland, Chicago, Dallas, San Francisco. Home Executive Offices, Needham Heights, Massachusetts . . . Made and sold in Canada by Eisman & Co., Ltd., Toronto.

Sole mates



BUCKO AND TWEEDS! Navy, grey or white Bucko (reverse calf) in this new Jacqueline oxford that's smartly perforated and harness-stitched, boasts five eyelets, and has a low-enough heel.



GABARDINE AND PRINTS! The dull wool of this Jacqueline sabot strap makes your foot neater, smaller. Black with patent leather trim . . . also navy with blue calf.



PATENT LEATHER AND COCKTAILS! These are Jacqueline's shiny shoes for the shining hour. Fashionably high-cut and side-gored, they cling like a glove.

Jacqueline
MODES
DESIGNED BY WOHL

\$6 to \$7.50 everywhere
WOHL SHOE COMPANY • ST. LOUIS

SMART STOCKINGS HAVE *definite* COLORS

Blue
Gray
Apricot
Evening
Pastels

"We protect these new colors—cut down runs—with LUX," *smart women say*



• In a 5th-Avenue penthouse (décor by Anne Tiffany). Apricot stockings (second left) have a sun-ripened lusciousness. Blu-note (center) is new for navy and lighter blues. Paprika (next) has a pert ruddiness. Phantom (right), a gossamer gray, is a natural for prints. "Lux is so safe for colors!" says Mrs. L. M. Marshall.



• Florida-resort fashions reflect the glint of the southern sun. Flamingo (second right), a rich coppery bronze, is perfect with brown and white. "Thanks to Lux," says Miss Lucy T. Saunders, "even my sheerest stockings almost never get runs!" Coquette (left) suggests the tawny pink of Georgia peaches. Sheer navy (second left) is a smart accessory with white.



• Dancing at the St. Regis in the smart, new "powdery" evening pastels. (Center group, left to right) Powder Blue, with ice-blue satin, Powder Pink, fresh as spring flowers with printed chiffon, and Powder Yellow, like a golden cobweb. "We wouldn't trust the new colors to anything but Lux, to keep their shades perfect," declares Miss Patricia Martin.



A WARDROBE of stocking colors is a "must" for spring fashions! Brighter, more varied than ever before, these gay color accents are accessories to be reckoned with! To insure keeping their absolute rightness of tone, smart shops advise Lux. Cake-soap rubbing, soaps with harmful alkali tend to streak and fade colors. Lux has no harmful alkali, with Lux there is no rubbing. Anything safe in water is safe in Lux! It's especially made to save elasticity, too... that means fewer runs, longer wear!

—saves the color
—saves E·L·A·S·T·I·C·I·T·Y

New Rayon Stabilized

TO RESIST RUNS... SHRINKING *and* FADING



JUST THINK, I'VE WASHED THIS SPUN-LO RAYON DOZENS OF TIMES AND IT FITS LIKE NEW

Fits Beautifully After Dozens of Washings



ITS LUXURIOUS, EVEN TEXTURE ENHANCES THE BEAUTY OF UNDERWEAR FASHIONS

"Brings Utterly New Beauty to Rayon Underwear" Says Gwen Wakelling, 20th Century-Fox Stylist



YOU'VE WORN THIS UNDERWEAR FOR MONTHS, JANIE, AND IT'S JUST AS GOOD AS NEW

Cuts Underwear Bills for the Whole Family

JUST ASK FOR UNDERWEAR MADE OF Spun-lo

THERE is a thrilling new development in rayon! Every woman who loves luxurious beauty in underthings will welcome it. Every woman who wants undergarments with a maximum of wearing qualities . . . and that fit beautifully after repeated washings . . . will be enthusiastic about it.

Rayon has been *stabilized*. To identify this rayon it has been given the name Spun-lo. And this fabric is available in undergarments in stores from coast to coast! It is made of the finest, selected rayon yarns. Pre-tested for tensile strength. Hence, Spun-lo is free from weak spots that ordinarily mean ruinous runs after washing and wearing. Special

finishing processes give it a soft, dull lustre that does not diminish with washing. It is stabilized against shrinking and fading—and cut to definite standards that assure uniform sizes. Yet it costs no more. As always, the price you pay depends upon the styling and workmanship of the garments.

No wonder women everywhere are raving about this marvelous advance that takes guesswork out of underwear buying. Be sure you get Spun-lo rayon in your next underthings. Leading makers all over the country have adopted it for undergarments now being featured in the finest stores from coast to coast. Also available in men's underwear.

INDUSTRIAL RAYON CORP., CLEVELAND, OHIO

Spun-lo
The Stabilized Rayon Fabric



LOOK FOR THIS LABEL WHEN YOU BUY UNDERGARMENTS

A number of leading manufacturers have been licensed to use the Spun-lo rayon fabric in underthings. In addition to the brand name of the maker, look for this label which identifies the Spun-lo fabric.

Portrait of a lady in early Spring



She wears a simple tailored wool frock and swagger coat

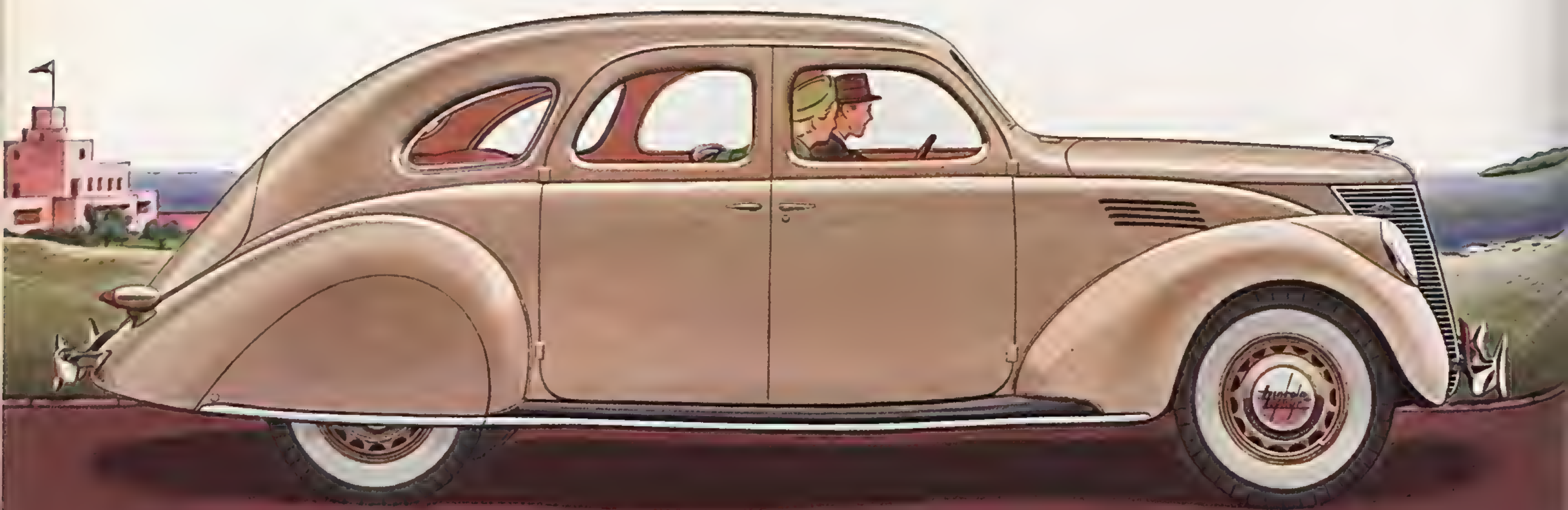
Her tailor is yours . . . any of the great makers of distinguished ready-to-wear clothes. All of them use Forstmann Woolens. The new Spring fabrics were made especially for the important mode of soft ensembles and tailored suits. So perfectly do they hold their lines that you can step into good

shops anywhere and buy costumes that fit as though custom-made to your order. And so varied are the lovely weaves and colors, that you can dress with striking individuality. At leading shops . . . in costumes and by the yard. Forstmann Woolen Co., Passaic, N. J. Sales Office: Empire State Bldg., N. Y. C.

Forstmann Woolens

LINCOLN ZEPHYR

V-12



The new twelve-cylinder car brings Ford and Lincoln standards of value to the medium-price field

THE LINCOLN-ZEPHYR is built in its own specially equipped division of the Lincoln plant. Men trained by years of unhurried work on the Lincoln bring to the LINCOLN-ZEPHYR world-famous standards of precision. This car combines the Lincoln tradition to build without regard to price, with the Ford tradition to give great value at a price.

The LINCOLN-ZEPHYR has a twelve-cylinder motor, developing 110 horsepower. It is of the V-type, which has proven so efficient in Lincoln and Ford motor cars. The wheelbase is 122 inches, the spring-base 133 inches. The body accommodates

generously six grown people and luggage. The LINCOLN-ZEPHYR carries aero-dynamic design to graceful, logical conclusions. Streamlines sweep from end to end, and from side to side. But beauty, in this case, does more than express a style trend; for it results from the logical, uncompromising use of modern materials, lightweight steels. Steel trusses, as in a bridge, underlie the flowing curves of the body. Body and frame are one, welded together.

The first result of this construction, obviously, is great safety. . . . Great comfort follows inevitably. The center of gravity is low; passengers step directly into the

car; and the weight of all passengers is poised between the axles. There is no "back-seat" ride. Soft transverse springs eliminate the disagreeable "up-and-down" motion, the jounces, the bumps of the road that rob riding of comfort and rest. The gliding ride results naturally from body design and spring suspension.

With its smooth, powerful twelve-cylinder motor, the LINCOLN-ZEPHYR offers a new rhythm of motoring, as well as new ideas of beauty.



PRICED \$1275
FROM
F. O. B. DETROIT

AVAILABLE IN TWO SEDAN BODY TYPES

America recognizes Value... makes WASHINGTON and MANHATTAN the popular ships to Europe!



NEARLY 100,000 passengers in their short period of service! That's the proud record of the brilliant American liners, *Washington* and *Manhattan*.

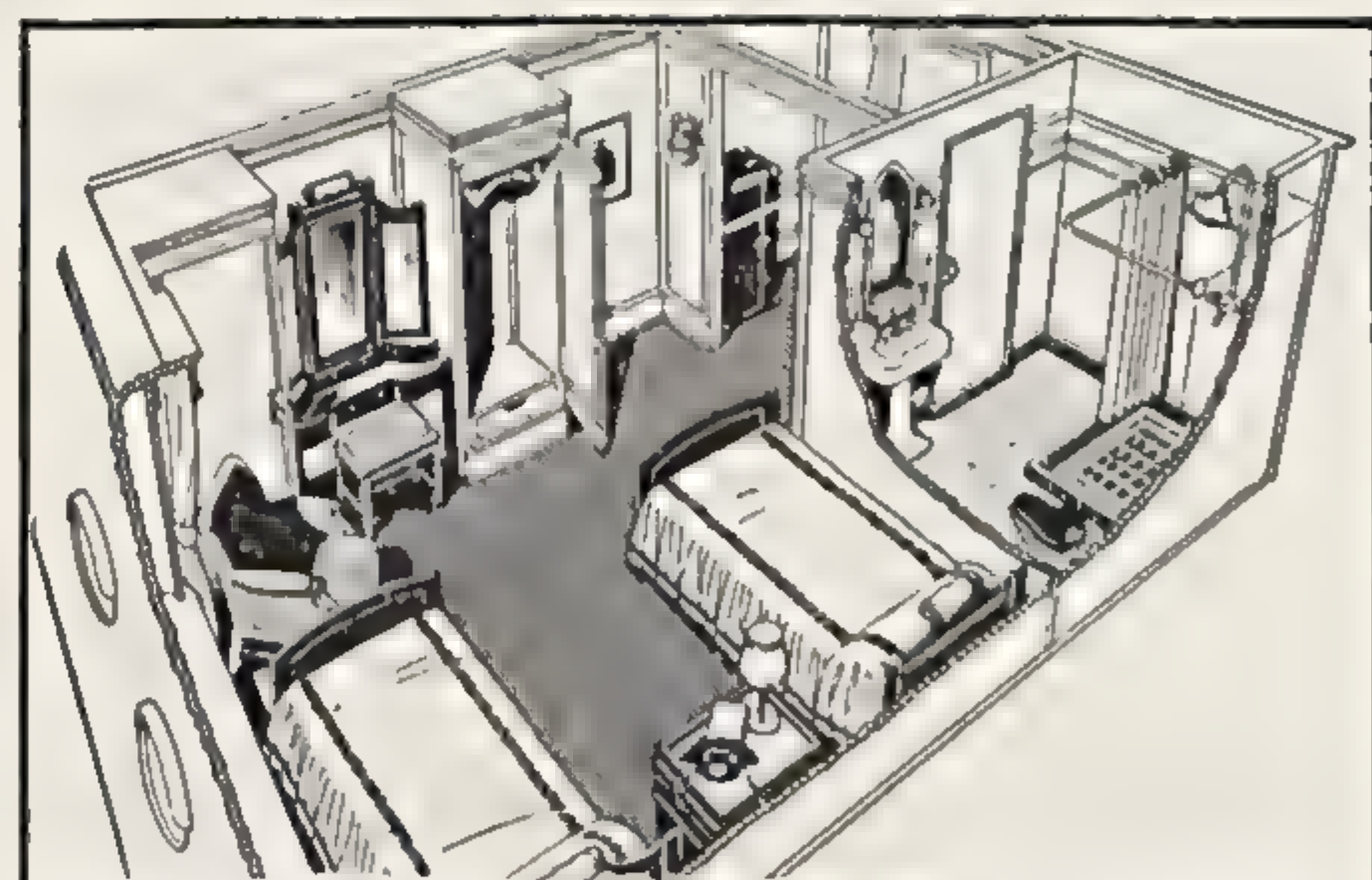
To create such a popularity record, these lovely American twins had to be more than "just ships". They had to offer experienced travelers *good reason* for using them.

They did! And still do! The reason is *value*.

What do we mean by value? Just this: For only \$176 you have a large stateroom with shower in Cabin Class, which is the highest aboard. You sail in modern luxury on these splendid ships, enjoy all their up-to-the-minute facilities, in surroundings completely American.

The *Washington* and *Manhattan* offer these thrilling features for your utmost comfort and pleasure: Giant cabins, all with real beds. In many rooms, private bath. In many others, private shower. Large closets. Immense decks for rest and play. Tiled swimming pool. Modern gymnasium. Hydro-therapeutic baths. Entertainment. The service Americans like. A cuisine that is unexcelled. And, they are among the few ships in transatlantic service with air-conditioned dining salons! Many more attractive features, too. In Tourist Class you can sail for as little as \$113 one way, where high standards of comfort and pleasure also prevail. Your travel agent knows. Ask him!

A sailing every week to Europe



\$176 with shower (Cabin Class) brings you a luxurious, over-size cabin, with real beds, tasteful furnishings; magnificent public rooms, entertainment, unexcelled food and service. (Tourist Class from \$113.) (Cabin Class on President ships from \$126.)

With the *Pres. Harding* and *Pres. Roosevelt*, the *Washington* and *Manhattan* offer weekly service to Ireland, England, France and Germany.

United States Lines

Associated with American Merchant, Baltimore Mail Lines to Europe; Panama Pacific Line to California; Panama Pacific and United States Lines cruises. No. 1 B'way and 601 Fifth Ave., N.Y. Other offices in all principal cities.

ARIZONA

Phoenix

Ingliside Inn and Cottages. Distinctive, conservative, yet delightfully informal. Internationally famous for food and hospitality. Polo, golf, horses, tennis.

Tucson

El Conquistador. Landscaped resort hotel, with spacious bungalows, in midst of desert grandeur. Distinguished clientele. Glorious climate. All sports.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible Rates.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. All sports. Reasonable rates. New health rewards your visit in this restful, charming, modern Spa.

Beverly Hills

Beverly Hills Hotel & Bungalows. Mid the quiet and beauty of Beverly, twenty minutes from Los Angeles. Featuring a One, Two, and Three Meal Plan.

Ojai

Foothills Hotel & Bungalows. Newly redecorated—Scenery of the East with desert climate—Very best of cuisine—Golf, riding, tennis.

Palm Springs

Desert Inn. Luxurious hotel and bungalow accommodations. Swimming pool, golf, all sports. Season October 1 to June 1. American plan \$10 up.

El Mirador Hotel. America's foremost desert resort. Unexcelled cuisine. Golf, tennis, riding, outdoor swimming pool. Discriminating clientele.

Pasadena

Maryland Hotel and Garden Bungalows. European Plan. Rates \$3.50 and up. Ten minutes from Santa Anita. Entirely new Management.

Santa Barbara

Santa Barbara Biltmore. Famed seashore resort hotel, sheltered by mountains. Sunny days for swimming and all sports. American Plan \$9. up.

COLORADO

Denver

Brown Palace Hotel. \$200,000 improvements just made . . . for your greater comfort and pleasure at this, the Mountain West's ranking metropolitan hotel.

DISTRICT OF COLUMBIA

Washington

Annapolis Hotel. 400 outside rooms, 400 baths. Close to shopping district & Government Bldgs. From \$2.50 single; \$4. double.

The Raleigh Hotel. Across Penn. Ave. from new Govt. Bldgs. Dining rooms air conditioned. Rooms with tub and shower, \$3-\$5 one, \$4.50-\$8 two. E. P.

FLORIDA

Bradenton

Hotel Manatee River. Fireproof. Modern. Hotel rooms and apartments. Amazingly moderate rates. Wonderful meals. Golf, fishing, etc. November 15th.

Daytona Beach

The Princess Islena. Noted Cuisine. Best clientele. All sports. Sun decks. Concerts. Cottages. H. W. Haynes, Prop. N. Y. Office, 500-5th Ave. MED. 3-1827.

Florence Villa

The Florence Villa. Central Florida. Lake Shores. Boating, fishing, golf, 2 theatres. Trio. Fla. 2, U.S. 17 & 92. A.C.L. & Seaboard R.R. Select Clientele.

Hollywood

Hollywood Beach Hotel. Featuring the "Super-American" Plan with club-like facilities including private beach, golf, etc. Booklet.

Lakeland

Hotel Lakeland Terrace. Fireproof, modern, centrally located. Overlooking lakes. Steam heat. Moderate rates. Golf, hunting, fishing. Open all year.

Miami

Hotel Alcazar. "Miami's most modern bayfront hotel." Steam heat. Two-channel radio, dining room, coffee shop, and beautiful roof garden. Open all year.

The Columbus. "Miami's Finest Bay Front Hotel." Seventeen floors of solid comfort. Roof Dining-room. Accommodates 500. European Plan.

The McAllister. Facing beautiful Bayfront Park and Biscayne Bay. 550 rooms with bath. Reasonable Rates. Leonard K. Thomson, Mgr.

Miami Beach

The Barclay-Plaza. Conveniently located, ultra modern, agreeably different, thoughtfully planned to please the discriminating. Now open—first season.

Fleetwood. DeWitt Operated. On Biscayne Bay. European plan. Coffee Shop with excellent Food. Ample parking space and pier, with free bus to beach.

The Whitman-By-The-Sea in the exclusive North Beach section. Smart, new, distinctly modern. Open for the first season.

Ormond Beach

Coquina Hotel. Directly on the Ocean Front. Fireproof. Amer. Plan. \$7 up. Golf. Tennis. Fishing. Select Clientele. Open Jan. 11 to May 1.

St. Petersburg

Vinoy Park Hotel. On glorious Tampa Bay. Sunbathing. . . . Every recreational feature. Booklet. Clement Kennedy, Managing Director.

Sarasota

Hotel Sarasota Terrace. Leading resort hotel. Roof Solarium. Unexcelled cuisine. Bobby Jones Golf Course. Fishing, Bathing, etc. December 15th.

Sebring—On the Ridge

Harder Hall. In the Scenic Highlands. No humidity. 150 Rooms with Bath. Steam Heat. Golf Course (6500 yds.) at door. Moderate rates. Booklet.

Kenilworth Lodge. With own championship golf course, 6106 yards, at the door. Pure soft water. Steam heat, sprinkler system, elevator, etc. Booklet.



A DIRECTORY OF FINE HOTELS & RESORTS

ORMOND BEACH

Informal entertaining for the past few weeks will be replaced by elaborate affairs to be held at the Hotel Ormond, Ormond Beach, Florida—namely, the St. Valentine's and Washington's Birthday balls. Guests present at these functions will not only be hotel guests and winter colonists, but many residents of nearby resorts who will motor to Ormond Beach for the occasions.

Among the important sport events to take place this month is the Women's South Atlantic Golf Championship from February 25 through 29. Miss Marion Miley of Lexington, Kentucky, Women's Western Champion, was the 1935 winner and will compete again this year.

PAGEANT OF SARA DE SOTA

Each year on February 21 and 22, Sarasota, Florida, goes completely Spanish in its colourful "Pageant of Sara de Sota." Everyone in Sarasota dons Spanish costumes, a typical two-day Spanish holiday is declared,

and the entire populace turns out to participate in gay parades and enjoy the evening water carnivals in the Bay of Sarasota.

The parades and general merriment, augmented by the entire animal group of the Ringling Brothers Circus—clowns, actors, aerialists, and the rest—make the Pageant of Sara de Sota one of the most brilliant spectacles imaginable. Sarasota is the permanent winter quarters of the Ringling Brothers Circus.

NASSAU YACHTING

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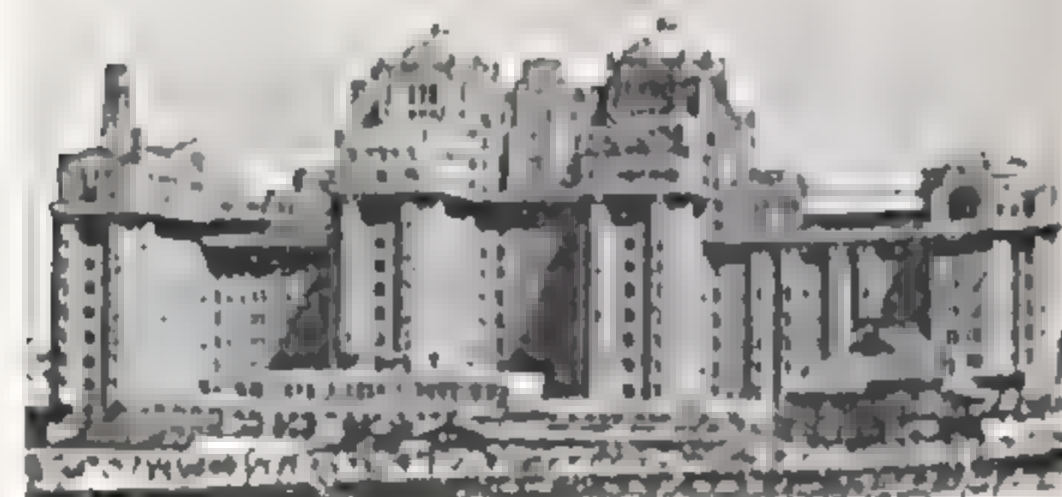
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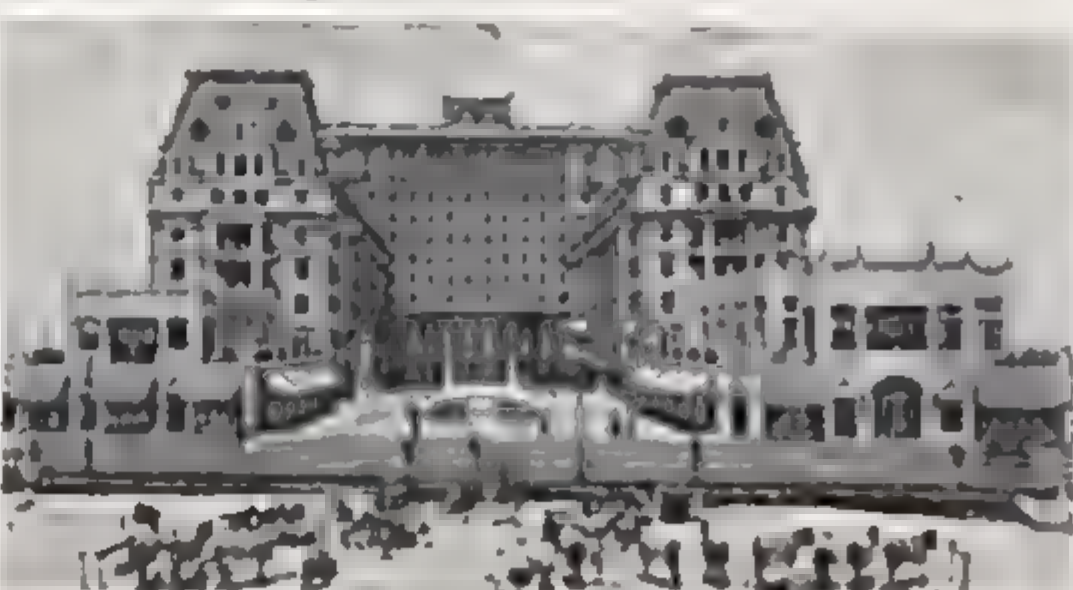
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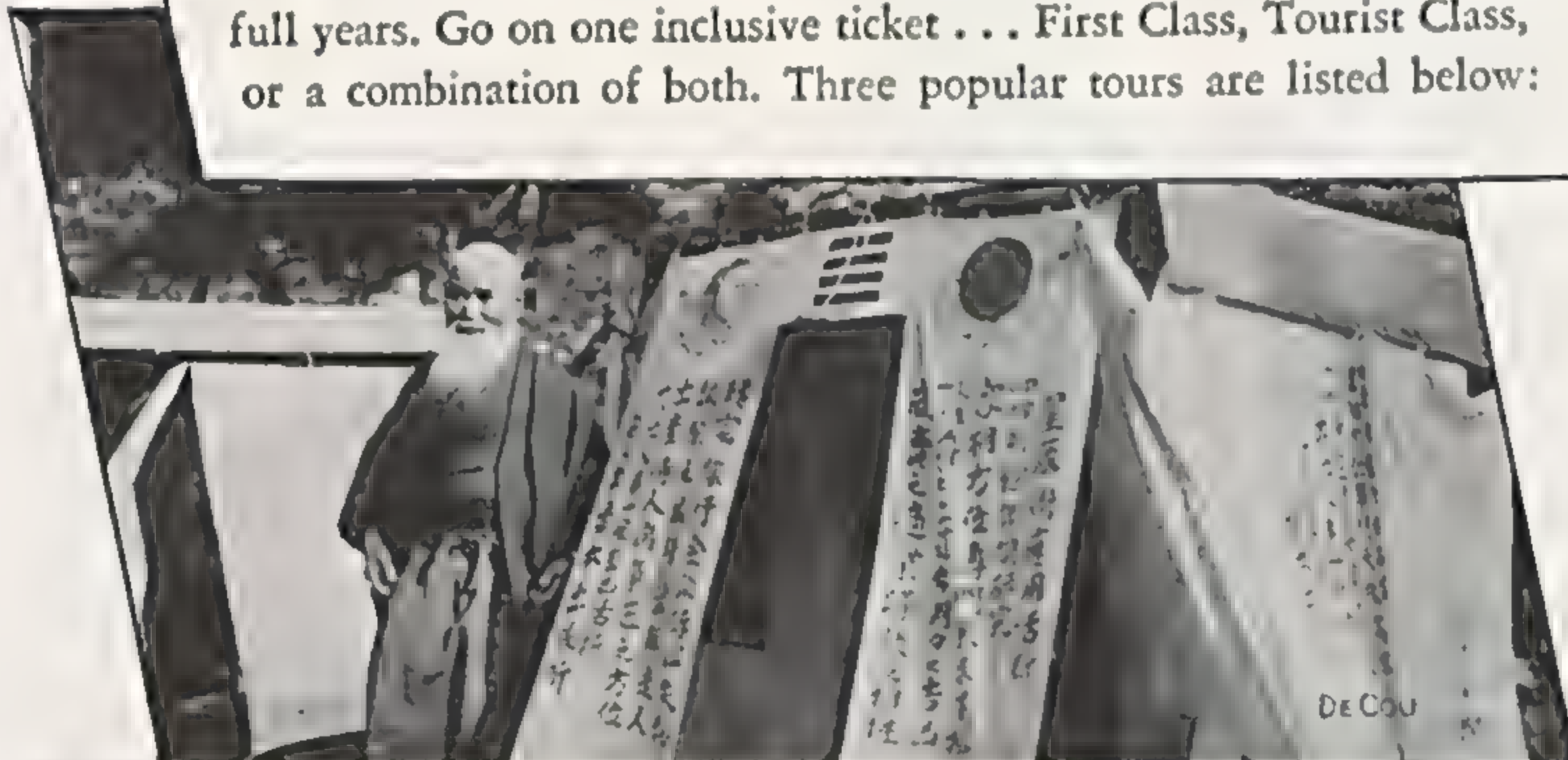
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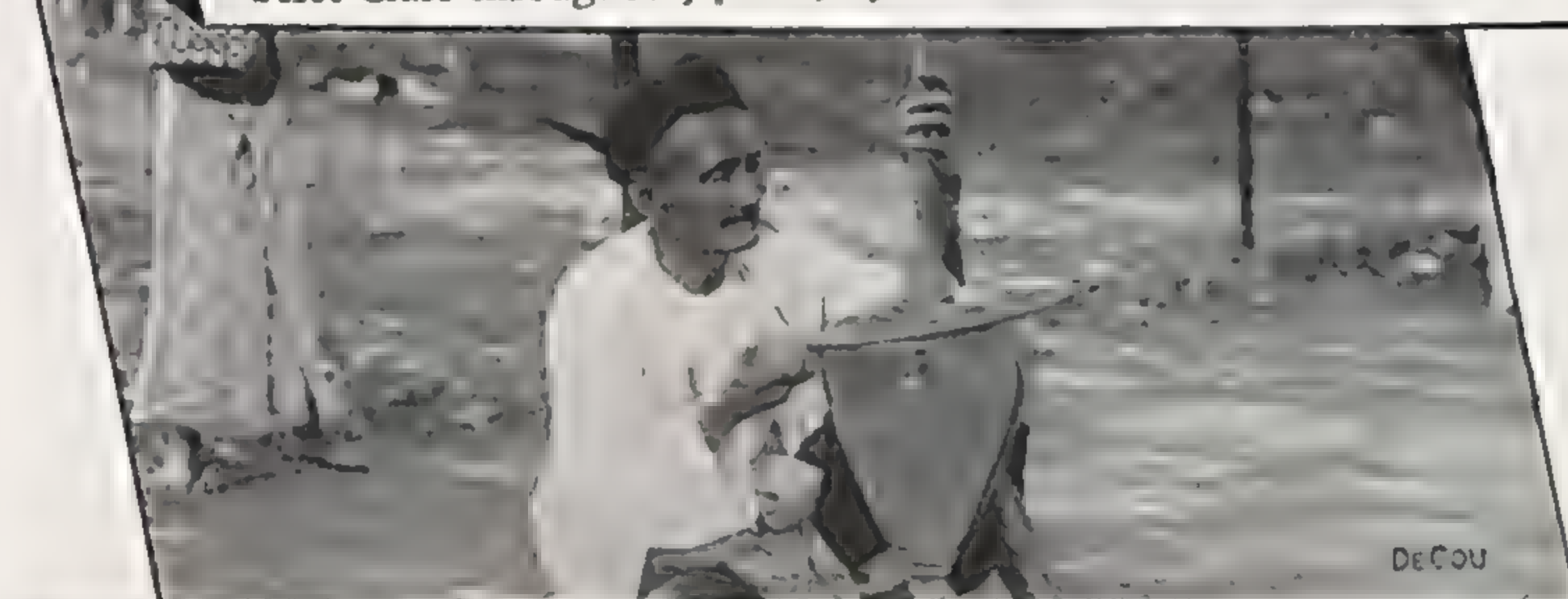
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Dome over Westchester

The highest peak in Westchester County, at Tarrytown, New York, is the site of the new administrative and dormitory building of Marymount College, now under construction. This building, Butler Hall, is the central unit in a group of three. The Science Building, first unit of the group, was completed two years ago, and it is expected that Butler

Hall will be ready for occupancy next September. The architecture is French Renaissance while the construction which is of steel and concrete is completely modern. Probably the most striking feature will be the great central dome, ornamented with carvings in limestone and surmounted by a golden cross. At night the dome will be floodlighted, its amber reflections flashing the light of learning over the Hudson River and the surrounding valleys, which were once the haunt of that spectre of superstition, the Headless Horseman.

How to Study

In the days when education was regarded as a special privilege, teachers didn't bother about training students to study. They simply pointed out the source of information, and it was up to the student to dig it out if, and as, he pleased. In recent years, however, the problem of teaching the technique of study has become a major point for educators. Each school has worked out its own method of attacking the situation. At Suffield School for Boys, in Suffield, Connecticut, a special course, called How to Study, was instituted this year. The work, in the hands of a trained psychologist, involves individual attention for each student and close correlation with the regular work of other classes. Started as an experiment, the class has already proved its worth in arousing the interest of indifferent students and in showing them how to handle the tools of education.

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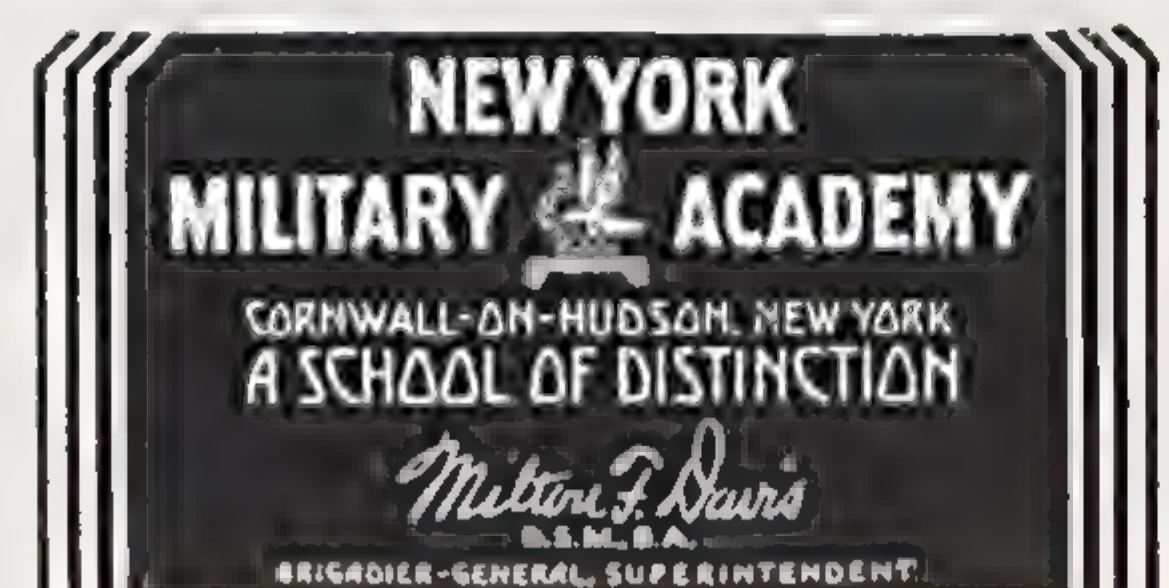
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• As we go to press, we hear that a new kind of charity ball is to be given on February 11, at Jack Dempsey's, for the benefit of the Madison Square Boys' Club. Not that it is real-

ly a ball; it's to be a dinner-dance, without a chicken à la king in sight—or a pageant. Instead, there will be great juicy steaks à la Dempsey, and entertainment furnished by the Madison Square Club boys themselves, who do everything well, including boxing. (We hear that there will be some bouts between the five- and six-year-old scrappers, refereed by Mr. Dempsey.) And in exchange for all this feast of reason and flow of soul, you are called upon to part with only five of your dollars, which makes the whole thing just about perfect.

The Madison Square Boys' Club, as you probably know, is one of the oldest boys' clubs in New York, having been founded by Arthur Curtiss James some fifty-two years ago. It has taken, and is taking, hundreds of boys off the streets, giving them classes, games, athletics, decent meals, and general activities calculated to keep them from going the way of "Babyface" Martin in "Dead End." It's one of the most important works that is being done anywhere, as a moment's thought will show you, and any contribution to it will be gratefully received.

Mardi Gras



• If you never dance better than when you're under the rhythmic influence of Rudy Vallée and his Connecticut Yankees, put a big circle around the date of

February 21, on your engagement calendar. For on that night, at the Hotel Plaza, this maestro and all his boys are playing at the Mardi Gras of the Rosary Foundation. Judge Morgan J. O'Brien heads the executive committee in charge of the fiesta, assisted by Mrs. Lyttleton Fox, Mrs. Allen P. Green, Mrs. Chauncey Olcott, and several others. The Rosary Foundation, in case you've forgotten, is a group of Dominican Fathers and laymen who, through their publication, *The Rosary*, put before the public their rich, artistic accomplishments in the field of church architecture. So while the music goes 'round and around that evening, you can also be a patron of the arts.



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Gourmet's address-book



• In case you often wonder where to go for lunch or dinner, or even for tea, we have compiled an incomplete list of our own pet places. We hope it will solve your problems of where to take Aunt Emma for lunch, or your visiting nieces and nephews for late afternoon dancing and dining.

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(Continued on page 28)



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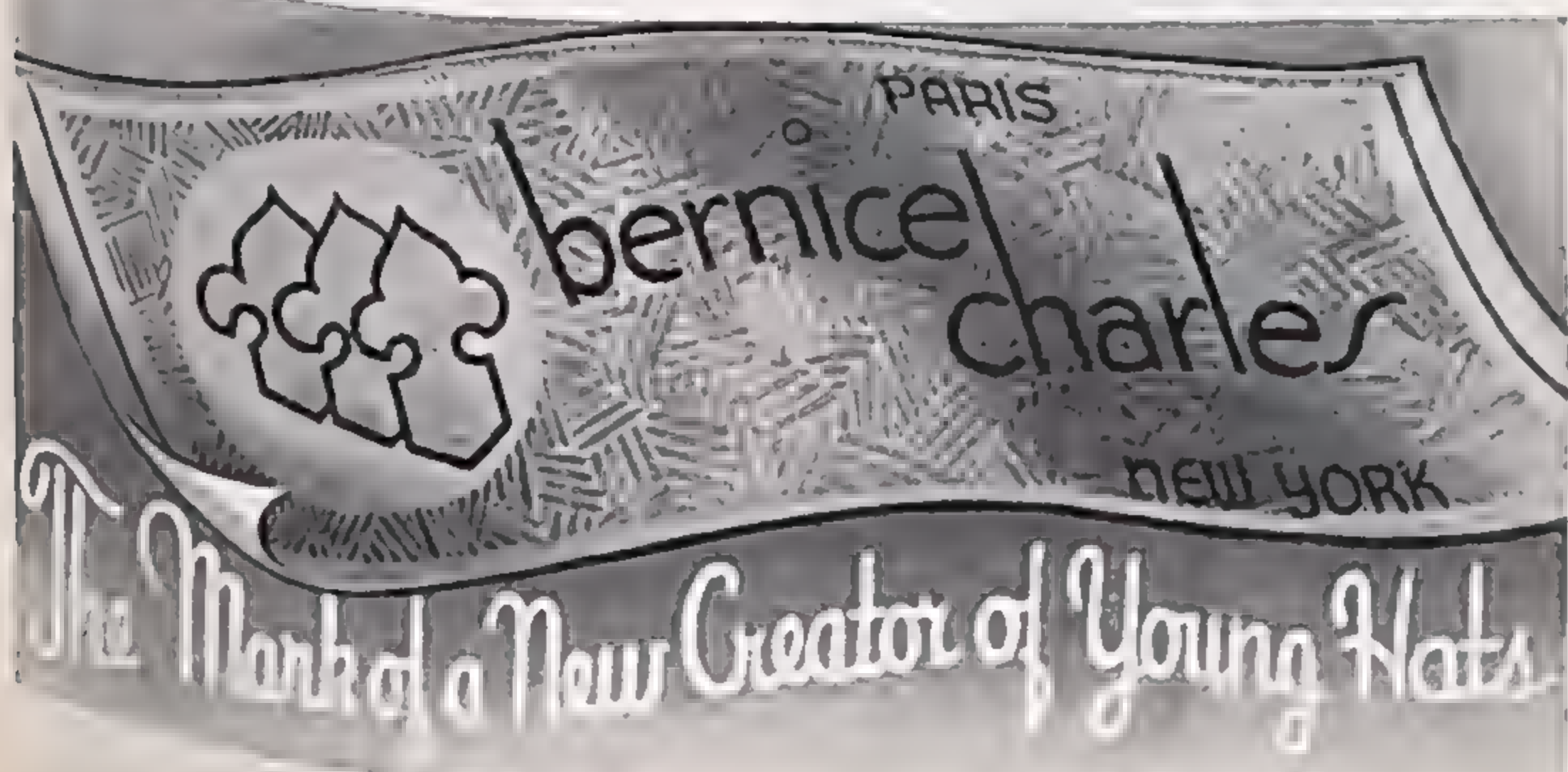
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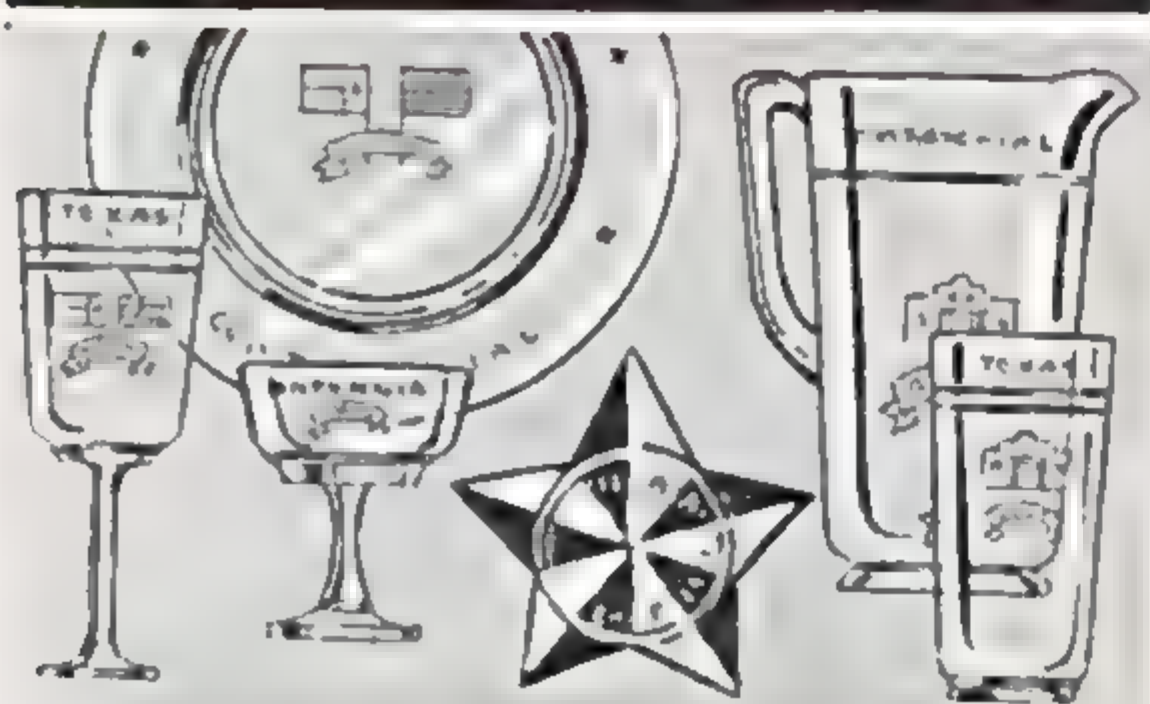


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(Continued on page 29)



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Just bars

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Madison Avenue at Forty-Third Street

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65 East Fifty-Sixth Street

Inside view of New York.

(Continued on page 101)



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**By
Josephine
Gibson**

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VOGUE

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CAPTURED ON THIS COVER BY ERIC'S BRUSH: THE CHARM AND SELF-CONFIDENCE THAT A NEW SEASON AND A NEW COSTUME GIVE A WOMAN. NEW? DESCAT'S BRAVE FELT HAT SHOOTING FORWARD AND SQUARED OFF, HERMÈS' JACKET, BAG, AND GLOVES—ALL OF A LEATHER LIKE DOESKIN—, THE GREY WOOL SKIRT, PEARL-KNOTTED YELLOW SCARF. ALL FROM BENDEL

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DUTCH GUIANA



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CUBA

World without end—women and their passionate quest for beauty. Here, assembled, is proof enough: faces new to Vogue but not to history, faces caught in the act of self-improvement in all the quarters of the civilized and uncivilized globe. In Palestine, a martyr dares the first permanent-wave machine. In Milan, a little Scala ballet girl buffs her nails. In England, Mary combs her corn-coloured strands. In Central Europe, women lie passive under mud and manipulation; in African and Brazilian jungles, the natives dress their woolly heads; in Japan, the eternal rice-paper dulls the nose. No woman, in any place, is content with what God gave her. Each day, she prays to wake to a new self

VOGUE'S-EYE VIEW OF BEAUTY



HORST

FACE SPRING IN A PROW-SHAPED MILAN HAT; BLUE WOOL SUIT WITH A RED-AND-WHITE PIQUÉ CARNIVAL COLLAR; SAKS-FIFTH AVENUE

face forward



DARE A BLACK-AND-WHITE CHINESE SKULL-CAP; SAKS-FIFTH AVENUE

Faint heart ne'er made fair lady.

Dare nothing, gain nothing; the world never applauds the cautious.

Climb out of old grooves: stop panning the Administration;
change your restaurant; switch from Martinis to milk (or milk to Martinis);
sacrifice Broadway once for the Russian or Yiddish theatre.

Try wax-white shadow on your lids; green mascara on your lashes.

Slice another half-inch from your hem.

Take up fencing to unsnarl your muscles and steady your nerves.

Ask for copper or apricot-ochre stockings.

Remake your mouth, and swear off some of the tinny old words that fall from it
—"definitely" and "tops" among others.

Reset your jewels; mingle aquamarines with your diamonds,
inspire your jeweller to make a chain of pearls to outline
the edge of your ear, wear eight strings of false pearls.

Recharge the spirit with the new carbonated air-bubble bath.

Stick your hands into mauve, dusty pink, dusty blue,
carrot, or copper coloured gloves.

Shock yourself by wearing a navy-blue girdle.

Splurge on a holiday.

Follow the crowd out to the Santa Anita track; week-end at Twenty-Nine Palms;
fly to Yucatan, or Mazatlán, see Guatemala or Jamaica, learn the *biguine* in Martinique.



COVER BUT DON'T CONCEAL—WITH THIS NAKED MARGANZA TOP ON A BLACK CRÊPE SHEATH; BONWIT TELLER; I. MAGNIN

Turn the heads of dog-fanciers with the new kennel idol—the Welsh “Corgi.”

Rake up a surprise for your buttonhole: a clump of coral; diamond orchid; real quince blossoms (Irene Hayes), tiger-lilies, sweet-william.

Play “Hearts” or “Rummy” instead of bridge.

Strut out in the new shoes that look like your grandmother’s congress gaiters.

Hie yourself to your husband’s tailor (Vogue in hand) for your spring suit.

Fool with your hair. Brush it off your face. Have a copper rinse.

Pencil a small v at your eye-corners and see what it does to your profile.

Buy bright veils recklessly. Tie one over your face like a motor veil.

Offer (with cocktails) raw celery knobs, cauliflowerettes, artichoke hearts.

Snitch make-up ideas from Hollywood (See pages 72 and 73).

Be adamant about a felt jacket: a white one for sports; a vivid pink for evening.

Hang an American painting on your wall.

Pat a touch of rouge under your eyes to beat the tired look.

Wear a Chinese tunic when you have friends in at night. (More on page 102.)



MAKE YOUR FACE HEART-SHAPED IN MARIA GUY'S BERET; WEAR COPPER COLOURED GLOVES, BELT, AND BRACELET WITH A TASSELED BLUE WOOL DRESS; JAY-THORPE



More waists you can span with two hands! Right: nipped-in jacket of red-and-white ribbon, flounced over a white faille silk dress with seams pressed in like umbrella ribs. Designed by the Salon Moderne, Saks-Fifth Avenue. Jewels; Black, Starr, and Frost-Gorham

• Left: A chin-high pouffe flanked by shoulders that spread wide and full above a narrow waist, on a dress of Bianchini's grey marganza. From Bergdorf Goodman





Mandarin coats. Chinese tunics. More reverberations of London's Chinese exhibition. When the Baronne Philippe de Rothschild has friends in, she often wears this gold brocaded mandarin coat, above, over a red slip—hidden here under a leopard couvre-pieds. (Opposite) When Madame Jean Bonnardel dines in or out, she likes that black, red, and gold Chinese tunic of Paquin's zooming over a black slip. So Paris bows to the East

CHINOISERIE



Since she designed it herself, Miss Muriel King wears this white satin ensemble with a style highly personal. There's an Elizabethan echo in both jacket and dress; Altman. Brand-Chatillon jewels. Décor by Lavezzo





HORST

American by birth, British by marriage, and lovely in her own right, Mrs. d'Erlanger brightened New York during her recent visit when she appeared in this white chiffon, gold-banded Alix dress that Hattie Carnegie imported

MRS. LEO D'ERLANGER.



Straight or Swinging

Don't temporize about your spring coat. Have it ruthlessly slim—or exaggeratedly full. Above, one of the narrow genre: blue Linton tweed with a detachable ruff of white piqué. Suzy's straw pie-pan. Both from Bergdorf Goodman



Regard not only the prodigally full back of this black Rodier wool coat—but notice its length. The large collar juts out in back and drapes around the shoulders. This model can be had at Bonwit Teller; Neiman-Marcus; and Bullock's-Wilshire

Another coat swinging behind you like a shepherd's cape—but this one just clears the hem of your dress. It's of rough blue-and-white Rodier tweed, and the full sleeves are tapered into tight wrists. From Milgrim; Bullock's-Wilshire

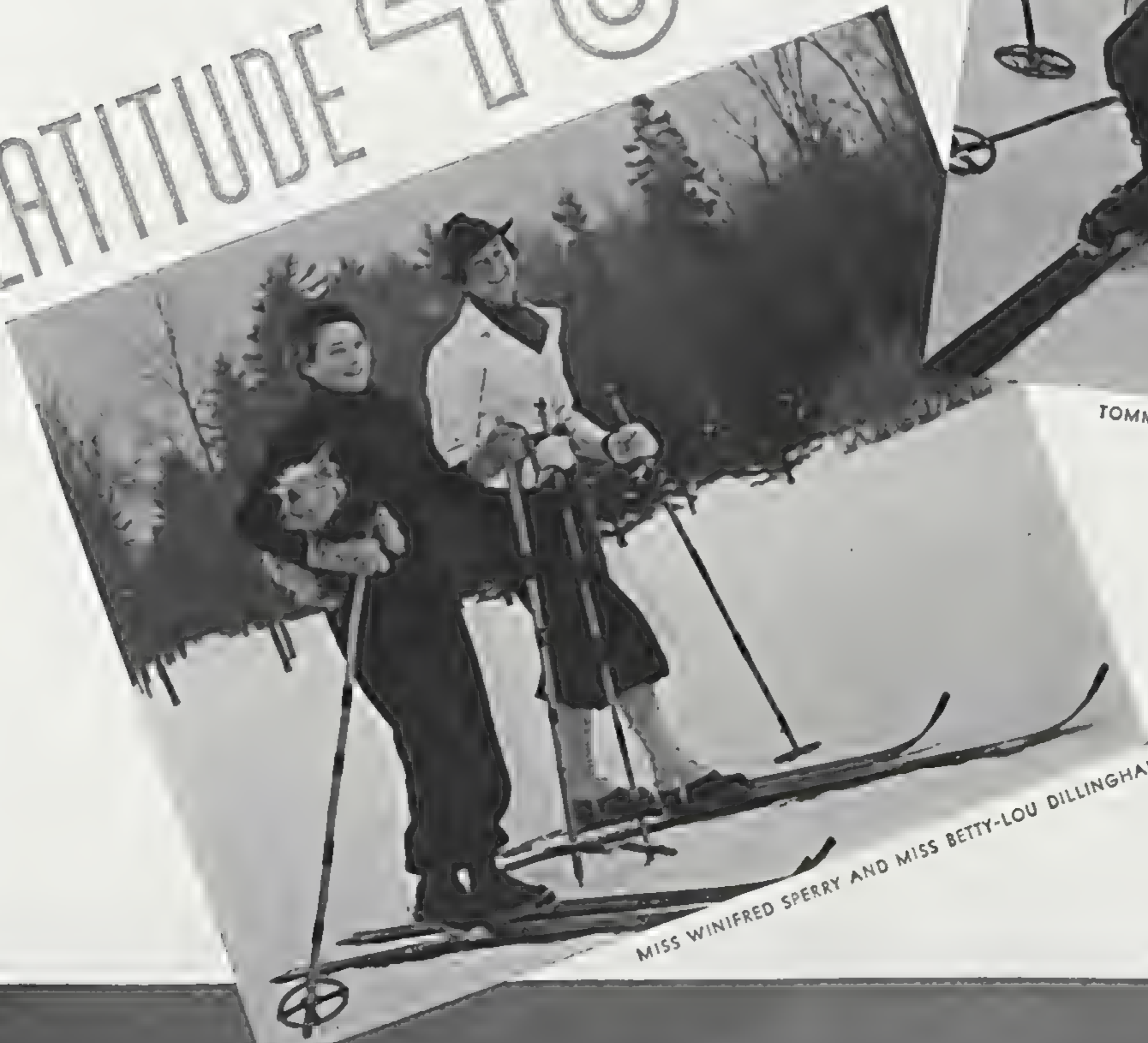


STEICHEN



- En garde! Foils flash again. Aldo Nadi, the world's greatest (and handsomest) fencer, bends his blade here before three prospective pupils—after a midnight exhibition at the King Cole room
- The girl on the opposite page is in shirred brown sheer crêpe; from Bonwit Teller; I. Magnin. Coiffure; Emile of Fifty-Sixth Street. All jewels on these pages from Black, Starr and Frost-Gorham
- Above, the girl fumbling a foil in her pink suède gloves is in shirred pink ombré net; Rose Amado; Martha Weathered. The other is in black net with rows of velvet banding; Jay-Thorpe

LATITUDE 45°



MISS WINIFRED SPERRY AND MISS BETTY-LOU DILLINGHAM



TOMMY CUDDIHY IN A PARKA

NORTH COUNTRY TAXI TO THE SEIGNIORY CLUB





THE END OF THE TRAIL—CANADIAN VERSION

REMIE LOHSE



GOVERNMENT HOUSE VISITORS FROM OTTAWA



MR. AND MRS. GORDON HAMERSLEY

Ever-increasing are those hardy souls who swear fidelity to the North—to the whine of steel runners biting into hard-packed snow and sting of crystalline air as you wing down-trail. Herewith, a handful of devotees, revelling not only in these delights, but in anticipation of the blazing hearth awaiting them in the Seigniory Club, at Lucerne-in-Quebec



THE TRAGIC "ETHAN FROME" TRIANGLE—RUTH GORDON, RAYMOND MASSEY, PAULINE LORD



"VICTORIA REGINA" GREETES HER EMPIRE



THE AGING VICTORIA (HELEN HAYES) AND DISRAELI

VOGUE'S SPOT-LIGHT



"FIRST LADY" AND ITS CHECKMATES—JANE COWL AND LILY CAHILL

Wheeling about on its tireless orbit, the spot-light turns its baleful beam once more on the theatre audiences. Baleful, because it doesn't like them much, nor their corporate spirit.

It has often been said that the American audience is at once the meekest and the rudest of audiences. Meek in its stolid silence under the punishments of bad acting and writing. Rude in its lateness in coming, earliness in going, and general apathy.

Both meekness and incivility seem to rise from the same source; ignorance. Because it has very little knowledge or background in the various theatre arts, our native audience does not trust its judgment much. A man may think a scene badly played, but he will have neither the assurance nor the vitality to hiss it. He sits and endures, where an Italian or a Frenchman (or even, under stress, an Englishman) will fill the air with oral indignation. Likewise, it is not often that a man at a show in New York or Chicago knows the fine points of acting keenly enough to applaud them. He will clap the entrance of a famous actress because that is expected of him; he will clap an impassioned flight of oratory (usually ham) in the same way that he claps any piece of music that ends loudly. But of those brilliant half-gestures born of years of acting-art, of that rare twist of phrase that makes a man a dramatist instead of a script carpenter—our shadow in the fifth row centre is woefully oblivious. He must be told a thing is good before he applauds it.

As to the incivility of an audience, the late-coming and early-going are only outward manifestations of its pervading spirit, which is one of aggressive doubt. The audience comes to every show except a musical comedy with "Show me!" on its lips. "Entertain me, or I'm through!" You may say, well, why not? Don't we pay for it? You do, but paying is never enough. Pay what you will, you can't get the best out of a good dinner if you know nothing about food. You won't get much out of a love-affair or marriage without (Continued on page 97)

BY MARYA MANNES



YOUNG VICTORIA AND ALBERT



THE TAKE-OFF

"You Folks from New York?"

Were you asked, "What part of Europe are you going to on your holiday?" you would reply, "North Cape," or "Salzburg," or "the Hebrides," with a smirk. But there is a slightly tentative sound to the voice when you say, "We are motoring in a car straight across the United States." . . . "You are not!" "But we are!" "But why?" "To see America, to do something *different*, to be free and irresponsible—and anyhow, why not?"

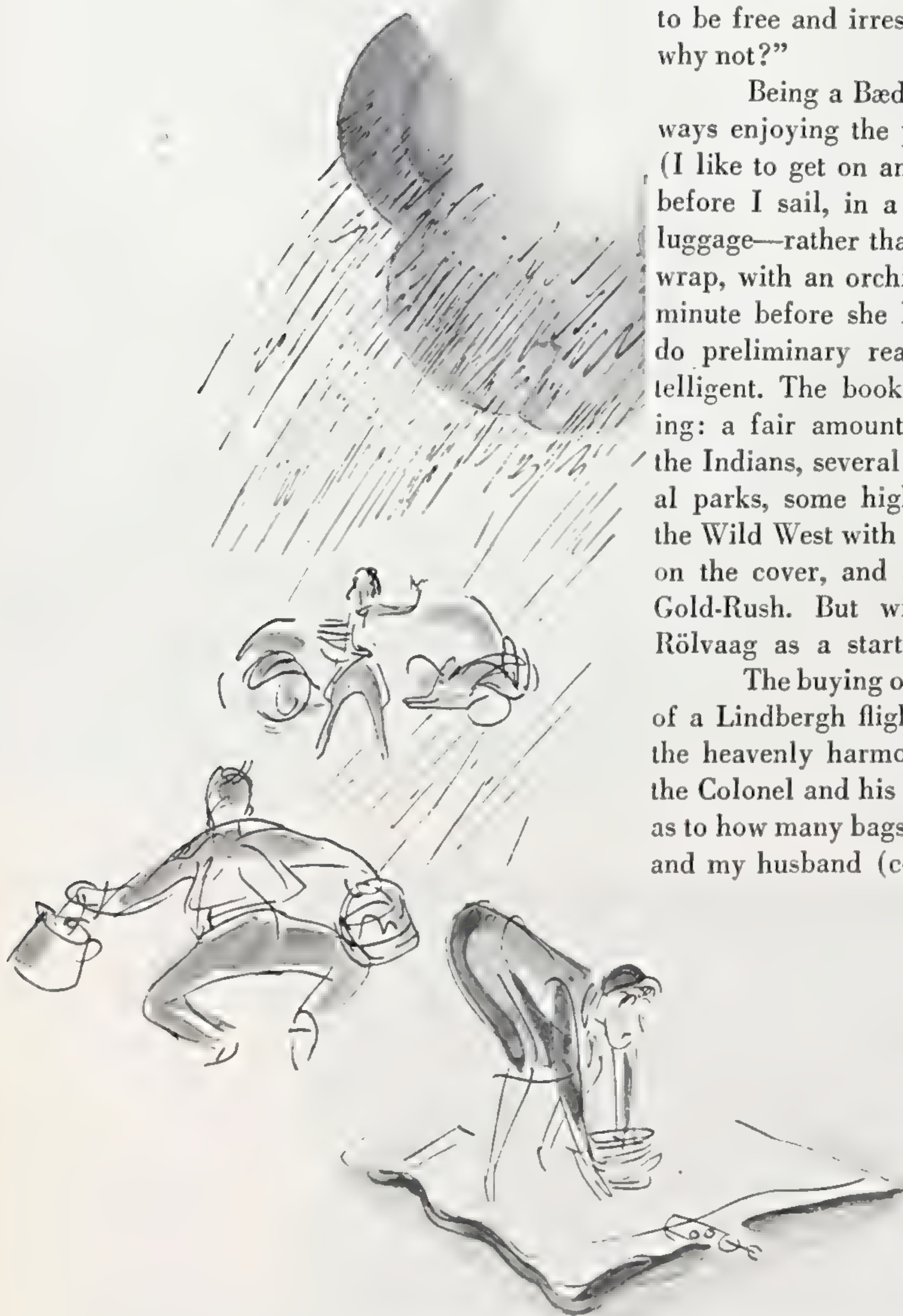
Being a Bædeker-like person and always enjoying the paraphernalia of a trip (I like to get on an ocean liner five hours before I sail, in a rain-coat, with all my luggage—rather than run on in an evening wrap, with an orchid on my shoulder, one minute before she leaves), I felt we must do preliminary reading—we must be intelligent. The book-shops were discouraging: a fair amount about the struggle of the Indians, several booklets on the national parks, some highly coloured novels of the Wild West with a broncho being busted on the cover, and a great deal about the Gold-Rush. But with Willa Cather and Rølvaag as a start, we assembled a list.

The buying of equipment was worthy of a Lindbergh flight—but seemed to lack the heavenly harmony that exists between the Colonel and his wife. It was a dog fight as to how many bags each of us should take, and my husband (convinced, like all men,

that he is an excellent cook) added extensive camp kitchen utensils; my daughter tried to shove in summer-school work on top of Kodaks, a diary, and new Macy jodhpurs; and I forced in heavy overcoats and heavier rugs, as I said to myself like a ritual, "They say it is cold in the West in the mountains, they say it is cold . . ." the temperature on Lexington Avenue being then ninety-seven.

Our getaway was completely "The Family Holiday." It was a Saturday morning with all the world on the road, and the sun was high and hot as we dipped into the Holland Tunnel, exclaiming "Won't it be funny if we are first arrested here!" But somehow as we crossed over the New Jersey car-tracks and worked our way into lovely Pennsylvania, the feeling of the road stretching ahead came upon us with pleasure and delight. Our first evening was spent in a little mountain lodge on a lake in the western part of the state; the Saturday-night hop was in progress, the time had shifted to Standard, and, for four hours, the local orchestra merrily played five tunes. The waiters were college boys and danced cheerfully with the guests, so that the extra-man problem was easily solved.

We then started on elaborate statistics: what we spent for gas, what for meals, what for the night, general expenses, mileage for the day, mileage for the entire trip.



JOYS OF NATURE



BUCOLIC BACK-CHAT

By Gretchen Damrosch

As we sat near the dancing, the bell-hop came up and invited me to twirl with him. He was studying painting, he told me, at Carnegie Tech, and had already won two prizes. He was the first of some thousand boys we saw like him, straight across to California—simple, small-town, and apparently able to do any job, from Art to Higher Engineering; making extra money in the summer in hotels, camps, garages, or parks; his essential characteristic being independence. I defy any Youth Movement in Russia or Germany to produce a character so self-reliant and so democratic.

We left Wysox at seven the next morning, and in the early light, looking at a solitary fisherman in a canoe, we already felt that the B. M. T. was far behind.

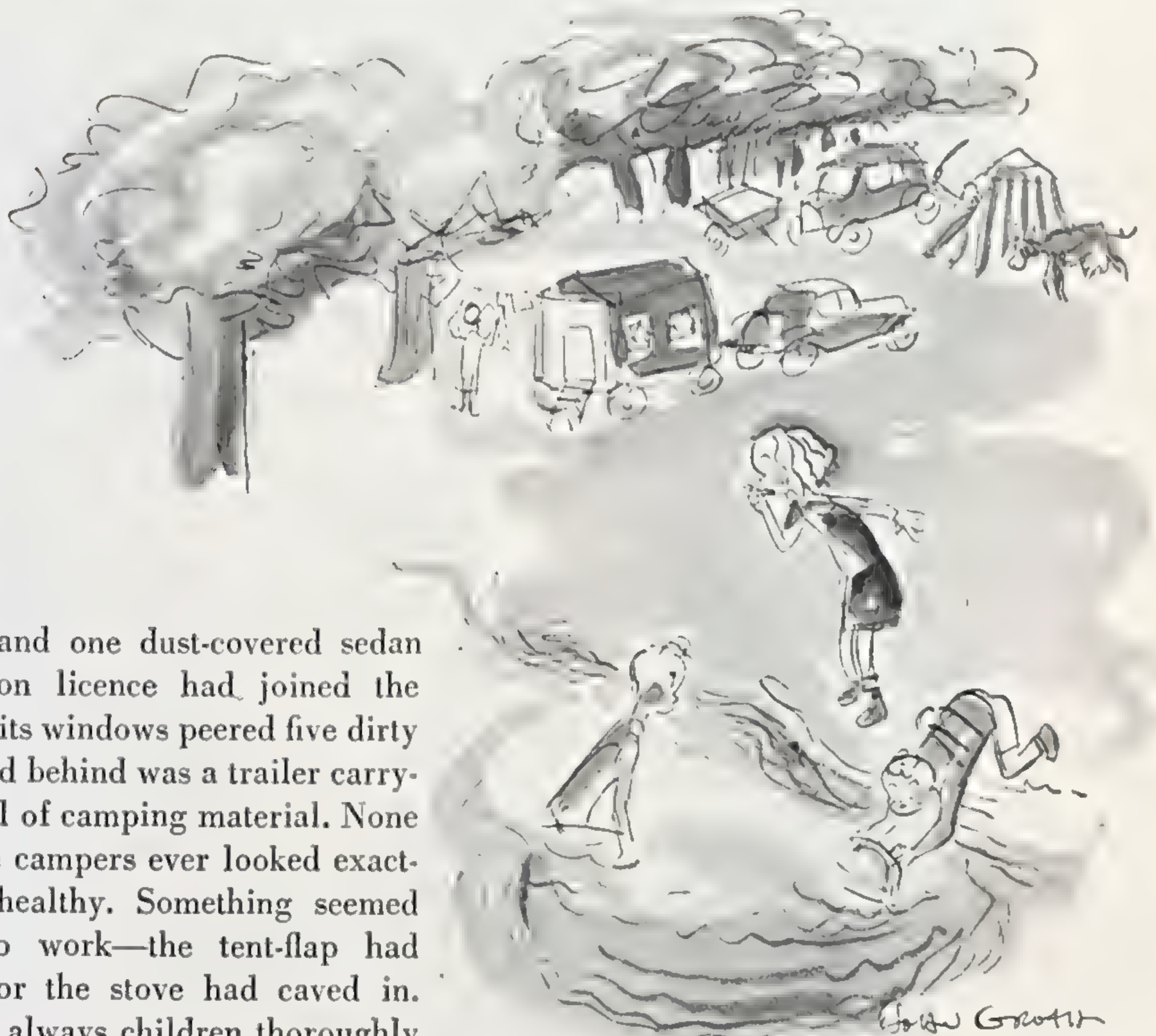
The dramatic moment of every day was crossing a state line, and it soon became a mania with us to cross this mysterious point at least once in every twenty-four hours. We then threw out the state map and unfolded the next one, and this became such a desirable moment that we took turns throwing the map away!

Ohio farms were in the height of the haying season; but, it being a Sunday, the harvesters were silent. Nor were the roads crowded, in our New York sense. A new game was now started—spotting licence-plates from as many states as possible. Already Illinois and Indiana cars had appeared

on the road, and one dust-covered sedan with an Oregon licence had joined the parade. Out of its windows peered five dirty faces, and towed behind was a trailer carrying a great deal of camping material. None of the roadside campers ever looked exactly happy or healthy. Something seemed never quite to work—the tent-flap had blown down, or the stove had caved in. But there were always children thoroughly cleaning their teeth by the brook. I marvel at the way that teeth-cleaning is somehow managed, under all conditions.

The trip had been designed to show my daughter America—and her comments so far were that dog is spelled with a "W" when it is something to eat, and that drug-stores seemed to specialize in Dolly Madison, which she had often heard on the air. Being a good radio girl, she seemed completely in tune with the U.S.A. anyhow—and my husband murmured that this might have been the summer to have taken her to Spain, to get away from it all.

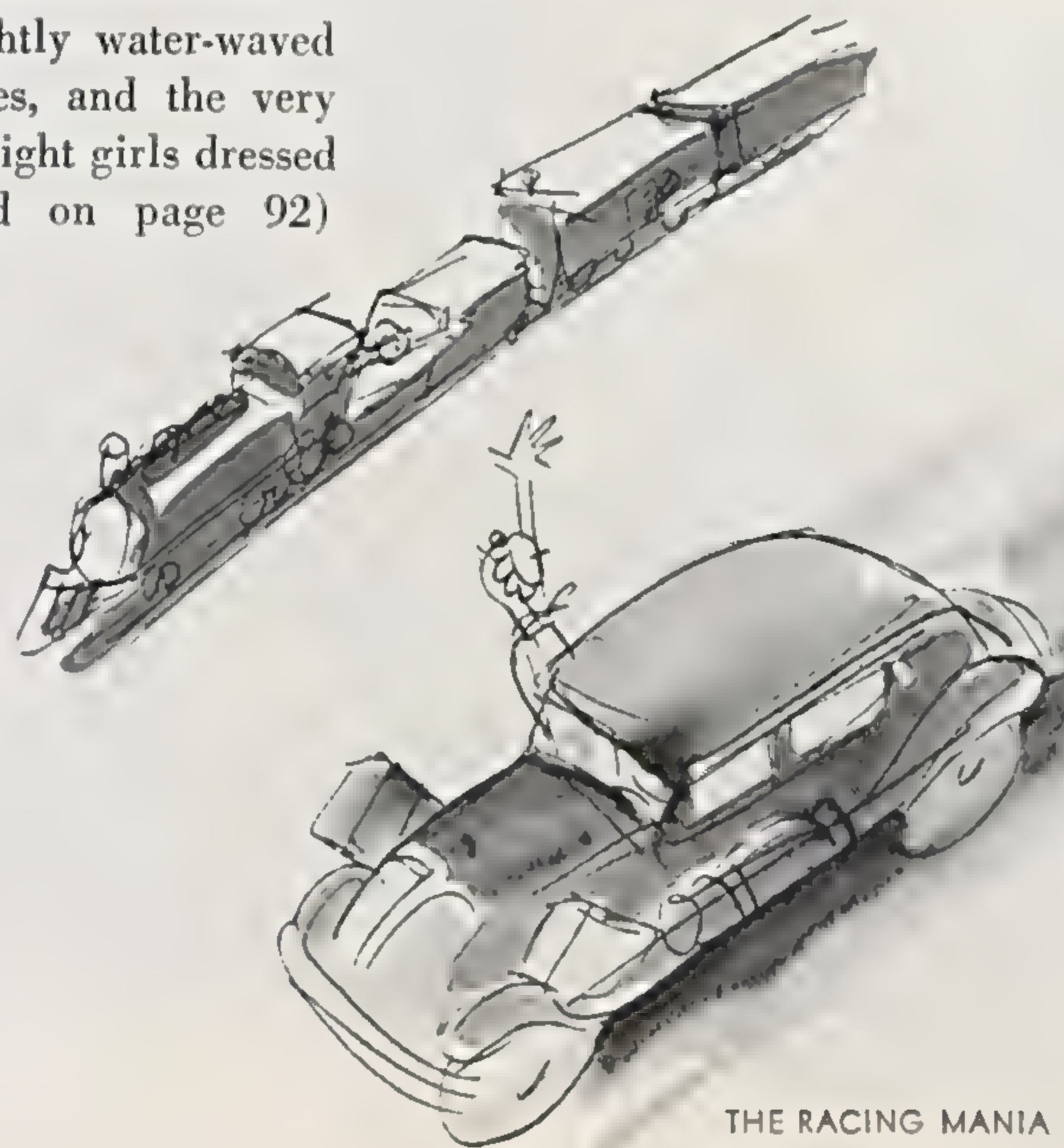
That night we reached Cleveland, where an Osteopathic Society and a Women's Health Club were having rival conventions. The Women's Club one completely dominated the other. Every member wore a smart white hat over tightly water-waved hair, a pair of spectacles, and the very latest thing in foulards. Eight girls dressed like Shubert (Continued on page 92)



TOURIST CAMP



THE SINGING WAITRESSES



THE RACING MANIA





SALT RUB AND SCRUB UNDER A CASCADE OF WATER

THREE PHOTOGRAPHS BY NELSON

AT THE SARATOGA SPA—LOOKING INTO THE HOT ROOM IN THE ROOSEVELT BATHS



WATER-CURE

If some one starts singing the praises of Saratoga to you these days, don't think the conversation is going to be about horses. It will undoubtedly be about the fine new world of health and strength that is encompassed within the new Saratoga Spa. Perhaps the conversation has come up because you are worn and world-weary in body and soul. There is no sparkle in your eye, no verve in your being. Your doctor says rather unsympathetically that you are just run down, which depresses you even more because you are quite aware of the running-down processes yourself. But you want to know how Saratoga can affect you, because people only go there when they are very sick. And then you find that you don't have to be sick to go to the Saratoga Spa—not a bit of it. You can take your worn-down body and mind there for a "restoration" cure and come forth with a supply of vitality and freshness that people will travel miles to see. And you won't be bored a minute in the doing.

Everything about this Saratoga Spa is super-colossal, yet it is a place that manages to make you feel pleasantly at home as soon as you put foot in the reservation grounds. The beautiful, beautiful country, the shining baths, the pleasant-voiced people, the great buildings have a way of seeming especially designed for your own comfort while you are there, even if you go with no more serious purpose than to get rested and restored. You can stay any place you like around Saratoga while you are taking your cure at the Spa, which is about two miles out of the town. But (Continued on page 90)



THE SCOTCH HOSE—THRILLING MOMENT IN SARATOGA'S "WATER-CURE"

SPRING FABRICS

Let's look first at the wools America is turning out for suits. Nearly half are mannish in character. Twills of the gabardine or charmeen family. Herring-bone worsteds—but infinitely lighter than your husband's. Flannels—plain or pencil striped. And wools that pretend to be flannels. Aside from the mannish species, there are bolts of light-weight wool—destined for your dressmaker suit—that are woven to look like canvas or homespun or linen or tussur.

The news of coat wools is in the weave. Notice the two swatches loitering in the centre of these pages. Notice the thick chenille stripes, in self-colour, woven through the surface. Instead of such stripes, there may be raised slubs, ribs, checks, nubs—anything to give a visual relief to the texture. Almost without fail, the town wools are dull in finish and monotone in colour—grey, flannel-blue, oatmeal, or black. For your country coat, the sturdy classic tweeds remain unsurpassed. What makes them look new this spring is the wide range of their colours: gay Tyrolian shades, clear Chinese tones, pastels, and neutrals.

Finger the new dress fabrics—whether silk, rayon, or wool, nearly all are semi-sheer. But even in plain fabrics, there's no monotony. Rough threads are snarled through the weaves to imitate linen or shantung. No story of fabrics is complete without a note on piqué, alpaca, and taffeta. Piqué is the trimming of the hour. Alpaca returns in new weaves. And taffeta—you'll see it, astonishingly, in tailored suits, in shirtwaist-type dresses, even in swagger coats.

In the spring prints—you'll find echoes of the Chinese Exhibition in London: the clear brilliant colours, the exquisite precision and wide spacing of the designs; and the flash of white accents. As for the figures themselves, you can have masks or comets, butterflies or finger-rings, fruits, flowers, even elephants and horses. Some are so tiny they pass for dots. Others are huge and flowery, vague, shadowy designs sketched in with fine pen-tracings. The evening breezes will drift through dresses made of marquissette, starched to deceptive stiffness, through cable net and chiffon and heavy sheer crêpes. And later on towards summer, through organza, starched chiffon, and piqué.



- Opposite page: Your first spring coat for town—a casual affair of Forstmann's chenille-striped woollen (shown in the two swatches nearest it). Sleeves so big they might have adorned a mediaeval page's doublet and a devil-may-care cut make it superb. Best has it in beige, also in navy-blue
- Below, a two-piece dressmaker suit with front fulness in the jacket, rippling out like a peplum below the cinched-in belt. It is of Forstmann's canvas-weave woollen (shown in navy-blue below, centre)—crisscrossed and rough-looking, but incredibly soft to touch. Its draped, high-necked blouse is of Foreman's silk with white coin-dots—Dubonnet, to wear with the suit in navy-blue or black; copper or green to wear with it in beige.
- For extra blouses, we suggest a soft Du Pont Rayon with hemstitched lines (by Cohn-Hall-Marx) in turquoise or clear yellow, both shown below
- The suit and extra blouses made of these new fabrics are at Bonwit Teller





FROCK No. 422: Clumps of Spanish-like lacings; a skirt front ingeniously cut to make pockets and belt—these are the new lights of this one-piece tailored frock. To flatter the face—a soft neck-line draped high at the front. Designed for sizes 12 to 20; 30 to 38

FABRIC: For this dress, use the new canvas-weave silk—sheer but heavy—such as Cheney's strong blue silk, below; John Wanamaker

FROCK No. 7265: First print, and as exciting as the first robin. This is an "Easy-to-Make" dress, with a double row of buttons lined up below the squared-off neck. This is designed for sizes 12 to 40

FABRICS: For this, either of the two new prints of Du Pont Rayon. Cohn-Hall-Marx's coral circle print or the blue print, Persian and small in design. From McCreery



ENSEMBLE No. S-3870—Sleek as a man's top-hat is this new dinner-suit with a fitted jacket, skirt rising high as a bull-fighter's, and an attached blouse. Designed for sizes 12 to 20; 30 to 38

FABRICS: Right, is a navy-blue sheer crêpe, by Stehli, for the suit, and a crisp matelassé organdie for the blouse. From John Wanamaker

JACKET No. 7269 SKIRT No. 7270

A gay young jacket and an "Easy-to-Make" skirt. Jacket designed for sizes 12 to 40; skirt, 25 to 36

FABRICS: Grey Walther wool will make the most of the suit; Lord and Taylor. Printed silk by Belding-Heminway-Corticelli, for a blouse

NEW TO MAKE

SUIT AND BLOUSE No. 421: You'll want a tailored suit this spring—practically more than anything else. This one nips in the waist, neat as a guardsman's; then bands the skirt in front and at the sides to let your long legs stride. Two blouses are included: one, the meticulously tucked shirt-waist at the left; the other, the waistcoat blouse sketched with the suit. Designed for sizes 12 to 20; 30 to 38.

FABRICS: Build the suit of Forstmann's beige sheer wool (below). It's heavy enough to tailor superbly, light enough to wear on through the summer. From Altman. For the blouses—the figured silks piled up below. On top: Truhu's washable silk print, scattered with little finger-rings. Beside it, Belding-Heminway-Corticelli's brown-and-green printed silk.

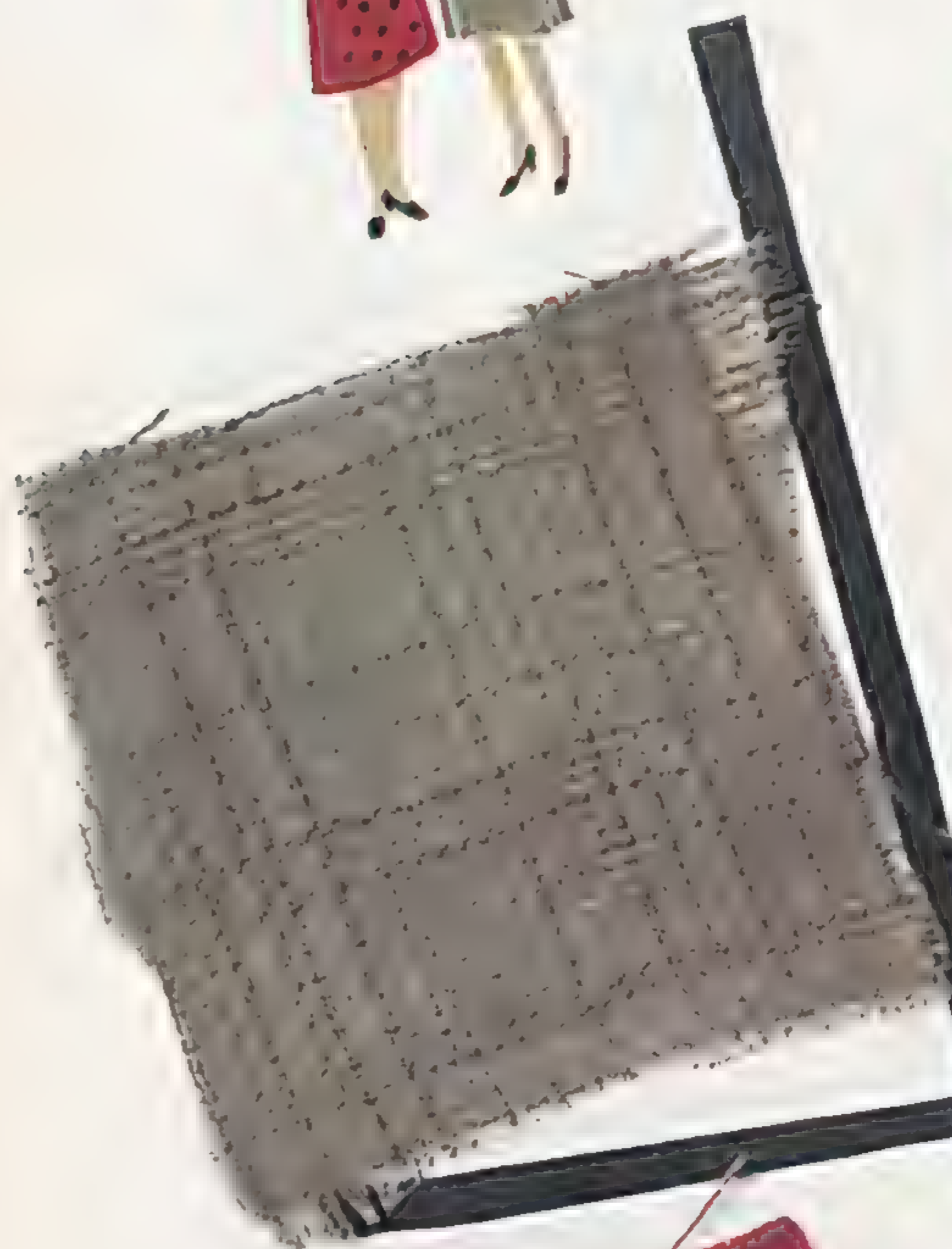
ENSEMBLE No. S-3869 pleats the entire front panel of its one-piece frock, and balances this slimness with a brand-new short-cropped jacket that couldn't be cut more prodigally. The frock has short kimono sleeves, high neck. Designed for sizes 14 to 40.

FABRIC: Make this ensemble of Foreman's heavy sheer silk—the green swatch below; McCutcheon. It's woven to look like tussur, and for this costume a perfect medium.

Back views of these new designs will be found on page 88.



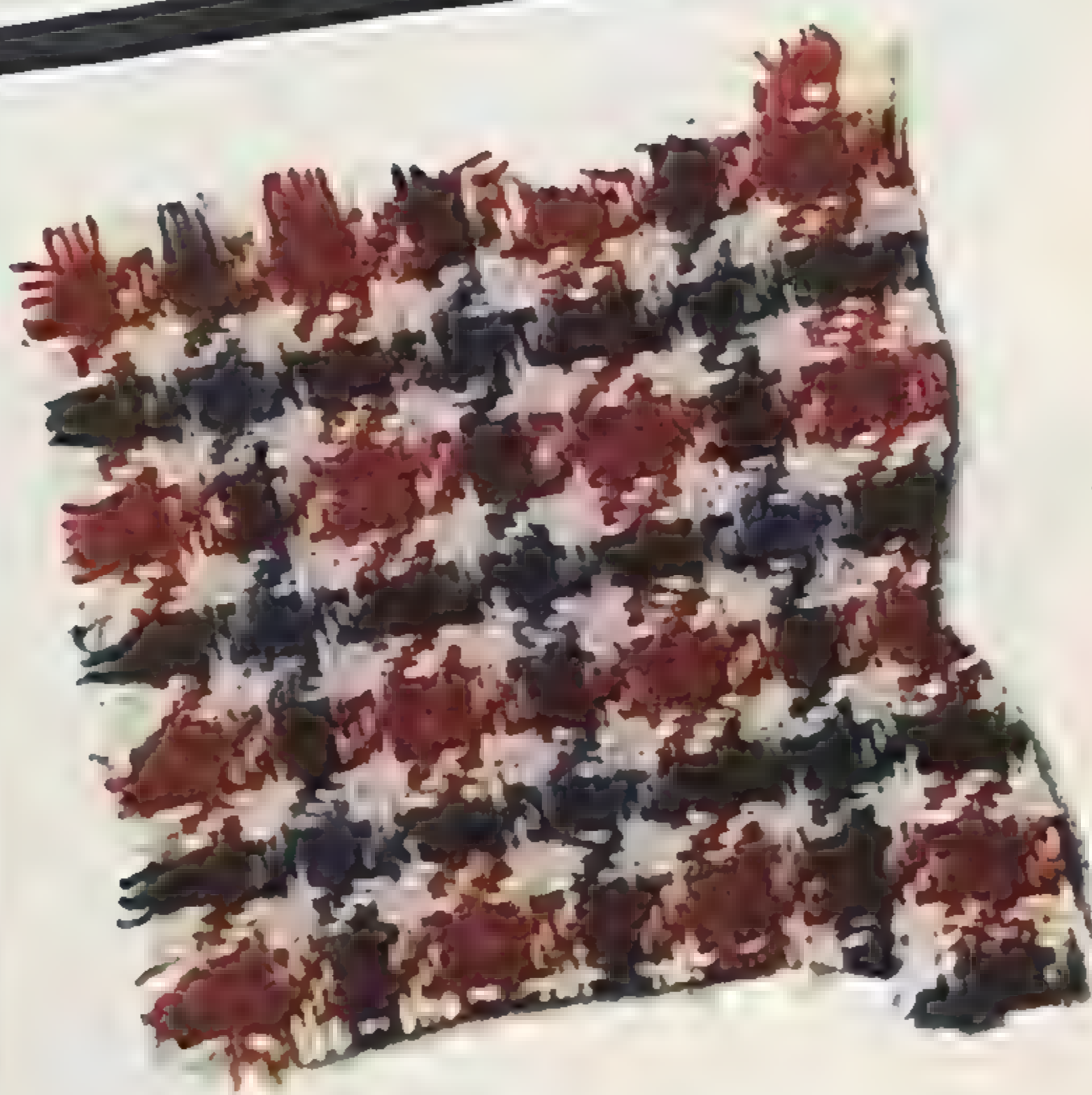
W. H. M. M.



Top, left: A town jacket suit of Stehli's acetate fabric "Always," with a precise Chinese figure; Altman. Top, right: Stunzi's sheer tussur-weave crêpe of Du Pont Rayon, in a crisp afternoon dress; Jay-Thorpe

Spring classic, of Walther's manish woollen—a plain jacket over a striped skirt; The Tailored Woman. A jacket dress of Celanese self-plaided sheer crêpe—practical without looking it; The Tailored Woman

Its gay belt and its fabric, Acele marble crêpe, make this dress ineffably chic; Bergdorf Goodman. Under a sheer wool coat, there's a dress of Myhnepo's silk print with twisting smoke-rings; Bonwit Teller



Top, left: Lanz of Salzburg's flip, buttoned Tyrolian suit, Chatham's tweed (texturized); Peck and Peck.
Top, right: Pleats and print—a dress of Onondaga's silk crêpe with strawberries strewn over it; Altman

Enter canvas-weave—in Stroock's light wool, plain for the jacket, checked for the skirt; Lord and Taylor. A wasp-waisted, broad-shouldered dress of roughish Enka Rayon, woven by Glendale; Martha West

First spring top-coat: trim, fitted, mannish, built of Kenwood's tweed in small checks, many colours; Best. A special Crown Rayon fabric, by Duplan, in a slide-fastened frock, after Schiaparelli; Saks-Fifth Avenue

NEW TO WEAR

PEARLS - PEOPLE - PIE-PANS

A GALIC HODGE-PODGE

- One or two strings of pearls no longer seem to satisfy. Seven or eight strands around your neck is the current whim. And who cares if they do look like blatant stage jewellery . . . they should! At Princesse de Polignac's Sunday night musical, the Hon. Mrs. Reginald Fellowes wore no other decoration on her black velvet Schiaparelli dress except yards of pearl beads around her neck and a pearl-embroidered fleur-de-lis on the puffed sleeve. Something else new in pearls (real ones this time) are Cartier's clips like small enamelled cups with seed-pearls tumbling out.

- There is no end of talk flying around Paris about the re-birth of Monte Carlo as a winter resort. Prince de Faucigny-Lucinge has taken the direction of the Bath Club; marvellous ballets and concerts have been arranged; and Toscanini himself, they say, is going to conduct one or two. The hope is to turn it into a second Bayreuth. . . . And skipping inconsistently to hats, half the women in Paris are talking about that flat pie-pan of a Suzy hat, the brim of which she made out of a fluted grosgrain "Margot" ruff. We showed it on page 40 of our February 1 issue.

- Hands across the sea have a surprise in store for the world. Pastel coloured gloves! Nicolet has dyed doeskin in every pastel tone: grey-blue, violet, raspberry, and creamy green. It's the "Margot" influence again—for Nicolet made the gloves for the show. Hermès is losing himself, also, in pastel gloves: sulphur-yellow, turquoise, raspberry, a light brick shade with an apricot cast, and pale grey-blue. Hermès's newest evening gloves are elbow-length, but have slits down the back, like the short, stubby day gloves. Some are hand-sewed and have overcast stitching around the slit.

- You come away from Cartier's jewel exhibition in Paris convinced that the whole tendency of jewels is changing. Even in the sanctum of sanctums where the most precious rubies, diamonds, and emeralds are, there's a drift toward interesting rather than just impressive jewels. Two diamond-and-ruby bracelets, for example, are designed as if to laugh off their inherent richness. They resemble pleated ribbon bands. And there's a black enamel bracelet with two diamond clips attached on top, which you may detach and wear separately as clips. (Continued on page 86)

1. For town top-coats and suits, rough-ribbed Botany wool in beige, navy, or black; John Wanamaker
2. Pacific Mills' flannel is chalk-striped, for the skirt or coat of your mannish grey suit; Gimbel
3. Also mannish—Botany's blue her-ring-bone wool suiting; McCutcheon
4. A well-spaced design on Truhu washable silk; Lord and Taylor
5. The new triple sheer silk crêpe, with rough threads; McCutcheon
6. Bemberg's heavy pastel sheer has birds on the wing; from Macy's
7. This tweed, by Old Town Wool-en, looks hand-spun; McCutcheon
8. Marshall Field's "Challis-serge," for dresses and suits, is of Du Pont Spun Rayon and wool; McCreery
9. The new tussur weave, crisp and rough, in Klein's silk fabric for formal wear; from McCreery
10. Belding-Heminway-Corticelli's amusing mask print; Bloomingdale
11. Promenade silk print by Marshall Field; Lord and Taylor
12. White on dark again—a printed flat silk crêpe; McCutcheon



WAISTCOATS

- White piqué for the first waistcoat. It's nipped at the waist, tucked at the collar—all to make it fit like a glove. White stitching on the edges. Bonwit Teller; about \$6.50
- Salzburg waistcoat (second figure)—twin to the vest of a Tyrolian gentleman. Of white linen, with two pairs of pockets and a belt at each side. John Wanamaker
- Team these with grey flannel or chalk-striped wool suits



PLEATING

- Stop-press news in the black-and-white printed crêpe blouse, left: the double bib collar, like an enormous chou (good reason to hold your head high), and pleated sleeve tops. From Lord and Taylor; about \$6.50
- Rose crêpe for the second blouse, with a pleated bosom and a beguiling tied collar. Martha West; around \$15
- These with black dressmaker suits or town tweeds



DOTTED

- Straight and strictly tailored shirt (far left), of navy-blue silk peppered with neat dots. The sort of shirt you have made by the half-dozen—in different colours and fabrics—for town and country. Peck and Peck; about \$9
- Norfolk blouse (left). Of navy-blue dotted pink crêpe, belted in back, worn over the skirt. Altman; about \$11
- Wear these with navy-blue or black soft woollen suits

LINEN

- (Directly opposite) Handkerchief linen, white as frost, ironed to an inimitable crispness. This for the two blouses. The first makes history by encircling its neck with creamy Binche lace. Altman; about \$6.50
- On the second, arch little bows of bright red linen, with piping to match, pleats, and puffed sleeves. From John Wanamaker
- These with your blue Redfern type of suit, with skirt cut high over the diaphragm, as Creed invariably does it this season



MEN'S SHIRTS

- Black-tie shirt, feminine version (first, above). Of white piqué: pleated, stitched, pearl studded. Jay-Thorpe
- Cadet shirt (centre), whipped to one side. Of white-and-black woven foulard. From Saks-Fifth Avenue; about \$7
- White-tie (right)—wing collar, pearl studs, and all. Made of white jacquard silk; from Leonard Kagel
- Tuck these shirts into your man-tailored wool suits



COLLEGIAN, WHAT NEXT?

Midnight oil, cramming—for a little while longer. But the end is near for you seniors. Of the three making a final effort on the opposite page, the first buttons her yellow cardigan on backwards; the second, propping her intellect on a hand, has pulled a blue flannel bathrobe over a pink knitted nightgown; while she of the spectacles concentrates in a stocking-ribbed knitted sweater and green-and-brown plaid wool skirt. All the outfits are from John Wanamaker.

And after the exams, what then, collegian? You marry, perhaps. You sail for Europe, husband on arm, high hope in your heart, speckled orchids on your chest, a dachshund and Mark Cross luggage at your heels, and on you—an olive-green-and-white plaid tweed suit and an olive-green felt hat that Sally Victor designed for Lord and Taylor. They also have the suit. Or you work—maybe in Vogue if you walk off with the Prix de Paris contest—looking very able in piqué and blue wool from John Wanamaker. Or you sail into the débutante's whirl—stunning them one night with that embroidered black taffeta dress and jacket from Lord and Taylor.





PAGE 107 LISTS OTHER SHOPS THAT HAVE THESE

VOGUE'S FINDS OF THE FORTNIGHT

Suits. Five new species of them—to crash into spring with. Strictly speaking, some of these are jacket-and-dress arrangements, but they pass for suits none the less.

- Right: a taffeta afternoon suit. Bold-shouldered jacket of figured taffeta slung over a crêpe skirt and vestee of Stehli's oatmeal crêpe. Nice colour combinations. From Best; \$35
- Far right: a lace cocktail suit. Yes, even tailleurs of lace! Satin binds the fitted jacket, streaks down the skirt seams; makes the entire blouse. Dark colours. Russeks; \$50
- Far left: a piqué-collared suit. The piqué comes off; the jacket is of sheer wool, the dress owns a pleated collar. Lord and Taylor; \$50
- Opposite, centre: a bolero dress. This fools you. It pretends to be a suit, literally is a wool dress with a bolero front, dotted taffeta vest and under-cuffs. Saks-Fifth Avenue; \$25
- Directly left: a ruff-necked bolero. "Margot's" power again in the collar of that wool crêpe jacket. The blouse is of scarf-silk by Stehli. In the spring colours. From Bonwit Teller; \$35







NELSON

- The back-drop for these dresses is Macy's Forward House. Built of white steel and structural glass, it is a distinguished expression of contemporary design, with a note of the past in a pair of inscrutable Chinese marbles
- Pausing in the doorway, above, a simple black crêpe dress mounting high in front to meet white bengaline tenuously folded over the bosom, cut ruthlessly away in back. Over all, a jutting Chinese jacket. From Macy's
- Opposite: The skirt of a Degas ballet girl, on a black net coat, over a black, red, and white crêpe dress. From Best; Marshall Field; J. W. Robinson



LOOK TO THE

Don't think for a moment that a screen star leaves her make-up tricks behind her when she leaves the lot. She carries many of them right along with her on her face when she goes out to mingle with the world. And they are tricks that we can lift from her with the greatest of ease, as well as the greatest of benefit. For we don't mean the complicated make-up that transforms a grandmother's face back to the days of her youth for a cut-back. We mean the little tricks that make every-day make-up go on our faces as smoothly and flatteringly as on any Crawford's. And, on these pages, we are demonstrating just such tricks by sketch and the written word.

On the screen, when experts want to add age to a face, they have the player wrinkle up her eyes, and pat powder over the wrinkled skin. The unpowdered crevices cast shadows, increasing age. Actually, the lay person often does much the same unconsciously when she wrinkles up her face in the earnestness of the powdering act. What the stars—and you!—do to get a smooth, unwrinkled look is: apply your powder in the ordinary way. Then, stretch the wrinkled parts of the skin slightly with two fingers till the surface is flat, and press powder lightly over those areas, smoothing the surface again after the finger-tips have released the skin. The two drawings below, left, illustrate this principle in dramatic manner.



POWDER THE WRINKLES AWAY

STARS

The idea that you can practically reshape the contours of your face at will is a sweet one to play with. The film actress does that, modelling contours and emphasizing features with a "liner." Off the screen, she manages very much the same effect in the application of her rouge. And the same to you! If you have a thin face or a long face, blend your rouge far out on the cheeks. If your face is round, bring the rouge in well towards the centre. Whatever shape your face, the cheek-bone is always the starting-point from which to blend rouge. Actually, these are the rouge precepts of all beauty experts, in or out of movies, but how much do you really apply them to yourself? Observe the two sketches in the centre group below, that subtly illustrate this point. Do a little serious experimenting on your own face in front of a magnifying mirror, and see if you don't thank your stars.

If a lady has to look hard in the movies, the first thing they do to her is put her eyebrows and lips on in a straight line (witness the sketch directly below). If they want to mellow her as the love-interest progresses, curves are made to appear on brows and mouth. Which gives one to think! The perfect eyebrow follows the natural curve of the bone structure, but the line should be extended down a bit from the curve—not out, as you are apt to do when you wield an eyebrow-pencil yourself. Follow this procedure carefully whether you brush, tweeze, or pencil, and observe what it does for you. And note well that brows of approximately natural width have completely replaced the pinched, plucked line, on or off the screen.



HARD LINES VERSUS FLATTERING CURVES

CONTOUR CONTROL BY ROUGE

For the films, mouths are blithely blotted out and fine new ones painted on. Not even the stars can continue this off the screen, but they do a miraculous job of reshaping with lipstick, the technique of which is easy to master. The lips must be absolutely dry—wiped off with a make-up cloth or tissue; lipstick won't adhere to moist lips. Start work on the upper lip only. If it is a nice-shaped lip that you are fond of, lipstick it carefully all over. Then press it down on the lower lip and fill in the outline. The result—a beautiful symmetry. If you don't like the shape of your mouth and want to make it wider or narrower than Nature intended, you proceed according to the methods you will find delineated on page 84.



JOAN BENNETT (MRS. GENE MARKEY), WITH HER DAUGHTERS—DIANA BENNETT MARKEY AND MELINDA MARKEY

STEICHEN

ACTRESS, ALIAS MOTHER

A lot of foolishness has been written about the milk-fed, gingham-aproned home life of our stage and screen sirens; but that doesn't prevent some eminent and lovable stars from being devoted mothers. Witness two of them: Helen Hayes, below, with two views of her daughter Mary (whose father, of course, is writer Charles MacArthur), and Joan Bennett, identical with her daughters in Hattie Carnegie dresses



HORST





A



B



C



D

NO MORE MATRONS

• Look hard at these clothes for the older woman. Where are the surplice closings, the matronly V necks, the inevitable black lace for evening that were the static trinity of every wardrobe for the older woman? They simply don't exist. In an era of high neck-lines, the designers have learned to build a high neck that is flattering to fifty. They've recognized how ebulliently young a ruff can be—and adapted it without endowing it with kittenish characteristics. They've shown that warm shades by night can be kindly, and neat prints a refreshing change from solid day colours

(A) A jacketed dinner-dress of turquoise crêpe, wing-sleeved; Maison Burano, Martha Weathered

(B) The clean-cut lines of a blue wool redingote dress, softened with a panel of Paisley print that ends in a bow-tied neck; Rose Amado, Blum's Vogue

(C) A custom-made black taffeta suit—chic substitute for an afternoon dress. The jaboted chiffon blouse flatters outrageously. Nicole de Paris

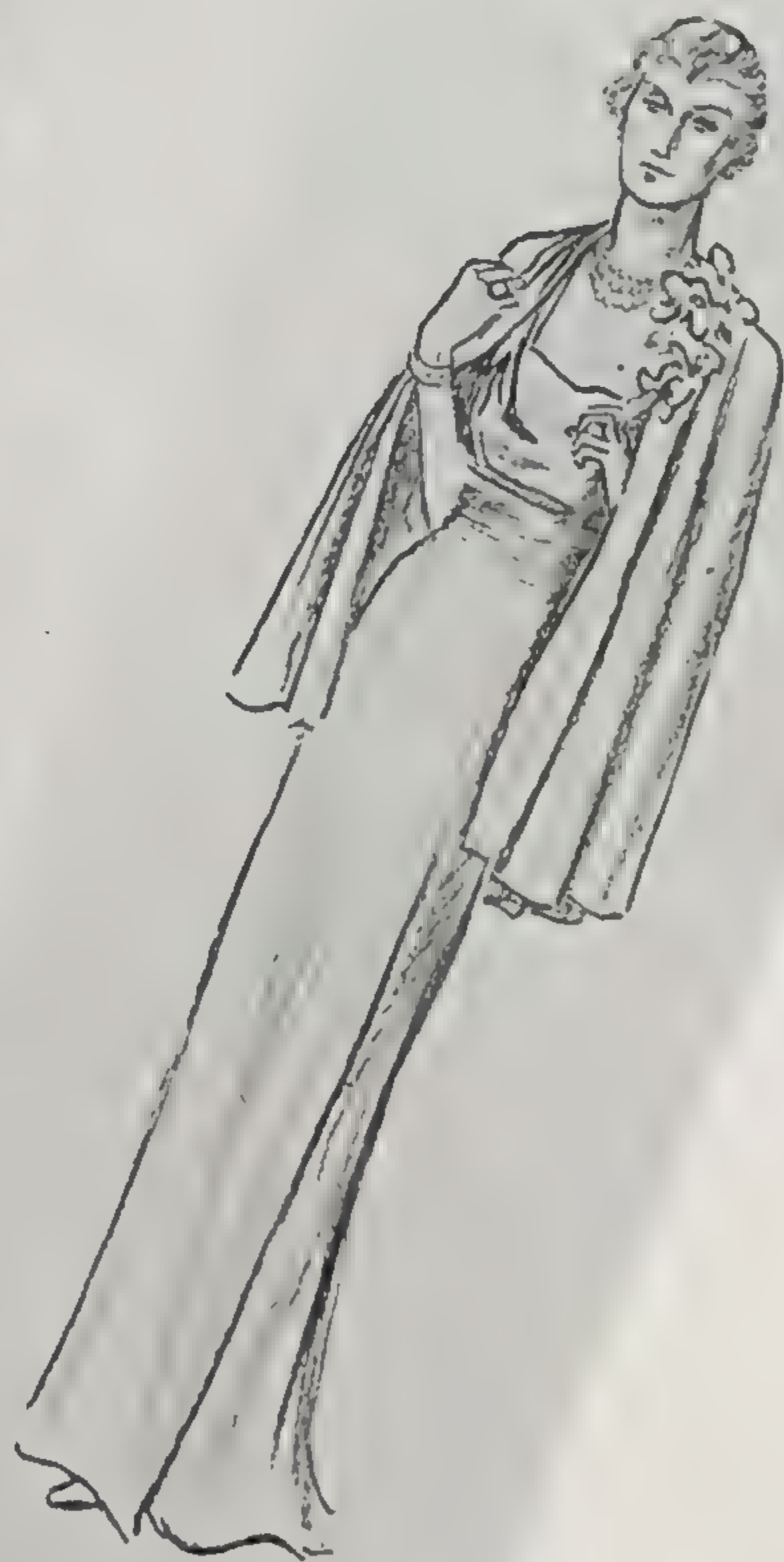
(D) A pleated ruff, to cup the chin or fold back softly, on black-and-white crêpe; Jay-Thorpe

(E) Cherished long line from neck to thigh—achieved by swinging a navy-blue silk cape, pale blue lined, over a navy-blue dress to match. From Sada Sacks and Martha Weathered

(F) Proving that a short-sleeved dress is not taboo when it's supplemented by a detachable cape. Both of black-and-white printed crêpe. The Rose Valois hat is of black straw, trimmed with a silk pompon and cord. All from Bergdorf Goodman

(G) A warm coral shade and fluid lines for a dress and cape of Bianchini crêpe; Bonwit Teller

• More to interest the older woman on page 98



JOHN
WOODRUFF



shop-hound goes 'round and 'round

- Passing up an opportunity for a reunion with old friends at the Westminster Dog Show, I went instead in pursuit of gloves and belts in the soft shades and flamboyant colours that we are all insisting on this spring. I ran them to earth at Bonwit Teller, where they suggest combinations of colours that are strange and exciting: carrot capeskin, or scarlet suède, with a black suit; emerald-green with a blue suit; royal-blue with brown; coral-beige, or fuchsia, with printed silks—or pick out the least conspicuous colour in the print, and flaunt it on your hands and at your waist.

- People who give cocktail parties (90 per cent. of the population) always have their eyes peeled for new gadgets with which to make the pleasant occupation of drinking still more agreeable. A cocktail tray, complete with eight glasses and a shaker, which can not spill, is Progress at its best, as Shop-Hound well knew when she brought it home. It's made of movable chromium rings: two big ones for handles, and little ones into which the glasses and shaker fit. The tray can be turned upside down, placed horizontally or perpendicularly on a table, and the glasses remain complacently upright, and full. For yacht owners who give parties during storms at sea, this should be handy. At crowded parties on land, guests and butler can collide, and the glasses won't turn a hair. From Hammacher-Schlemmer, with cocktail shaker, about \$40; without the shaker, about \$25.

- At Saks-Fifth Avenue, you'll find a quantity of Italian pottery, in modern designs. A set of twelve off-white plates, with powerfully drawn bright yellow figures on a blue-green background, depicts life in Italy month by month. There's never a light moment in the life of these Italians: the poor devils are forever at work, reaping, hewing, digging, hammering, wine-pressing (about \$54 a dozen). One last suggestion, also from Saks-Fifth Avenue: gaily striped linen towels for the bar, the predominant colour of which can be repeated in the cocktail napkins and muddlers; the napkins, of handkerchief linen, are edged with lace that has a design of cocktail glasses or the more symbolic rooster woven into it. These cocktail napkins cost about \$3 a dozen, and the bar towels about sixty cents each.

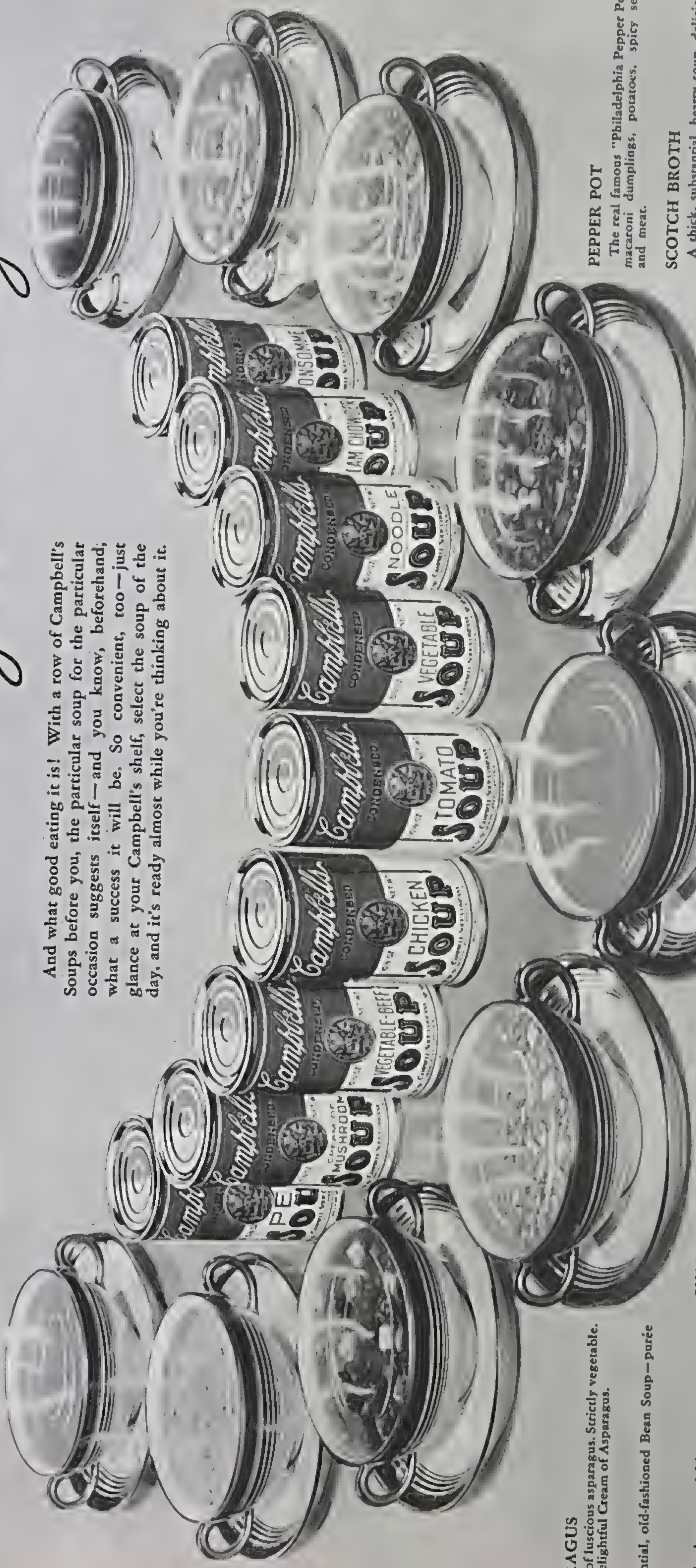
- W. and J. Sloane's bar department sells about everything connected with drinking, except drink, and you can sit at a bar while doing your shopping and have a thoroughly amusing, but sober, time fingering empty glasses and cocktail shakers. You'll like the feel and the frosted look of the new "crackled" glasses, for all manner of drinks, which cost from about \$4 to \$9 a dozen. I've rounded up some platters for those near-smörgåsbord that lend colour to your parties these days. W. and J. Sloane have square wooden plates, with tomato-red lacquer borders, usually used for salad, that would be very much at home as hors-d'œuvres platters.

For the facetious, the Four Corners, 749 Madison Avenue, has modern French plates decorated with reproductions of old French prints. A black-and-white series, called "Bains de Mer," recalls the days of the all-enveloping bathing-dress; your guests can exercise their French on the jokes printed under the sketches. (From about \$12 to \$15 a dozen.)

- They say the sun never sets on the British Empire, but I have heard that in England, at any rate, it has hardly ever risen, and that over this sceptred isle hangs a thick cloud from which rain pours continually. Certainly, the English make some of the finest umbrellas, which leads one to suppose there is some truth in the legend. Nancy Haggerty, 520 Madison Avenue, has an imported English umbrella, slim and elegant, with a very light metal frame. But its chief charm is the handle made of pigskin, copied from one on a riding-crop. It can be slipped over the wrist, thereby ensuring that whither thou goest it will go, and when it comes on to rain you won't find you have left the umbrella in a shop. In several colours, and costing about \$12. (Continued on page 96)



21 adventures in good eating



And what good eating it is! With a row of Campbell's Soups before you, the particular soup for the particular occasion suggests itself—and you know, beforehand, what a success it will be. So convenient, too—just glance at your Campbell's shelf, select the soup of the day, and it's ready almost while you're thinking about it.

ASPARAGUS

Purée of luscious asparagus. Strictly vegetable. Makes delightful Cream of Asparagus.

BEAN

Substantial, old-fashioned Bean Soup—purée style.

BEEF

A thick, hunger-satisfying soup containing hearty diced meat, vegetables and barley.

BOUILLON

A clear soup, made from choice beef, blended with herbs, vegetables and aromatic spices. Invigorating!

CELERY

Made from the choicest quality celery. Strictly vegetable. Delicious as a Cream of Celery.

CHICKEN

Not just a broth—it's the real Chicken Soup with tender pieces of chicken meat and rice.

CHICKEN-GUMBO

A famous Southern Creole chicken and vegetable style soup—flavored with okra and tomato. Unusual!

CLAM CHOWDER

All the broth and meat of juicy clams—flavored with tomatoes; garnished with potatoes and onions.

CONSOMMÉ

The formal soup. A rich beef broth, lightly seasoned—and delicately flavored with vegetables.

MOCK TURTLE

Beef broth, tomatoes, celery, herbs, toothsome pieces of meat, richly blended with sherry.

MULLIGATAWNY

An unusual Oriental style chicken soup. Laden with flavorful vegetables, herbs and seasoning.

MUSHROOM (Cream of)

A purée made from choicest cultivated, whole, fresh mushrooms blended with fresh, double-thick cream—liberally garnished with mushrooms.

MUTTON

Mutton broth garnished with fresh mutton, barley and vegetables—splendid for children and invalids.

NOODLE

A full-bodied chicken broth containing hearty egg noodles and delicious pieces of tender chicken meat.

OX TAIL

Vegetables, barley and sliced ox tail joints in an Old English style ox tail broth—with sherry.

PEA

Purée of delicious, nourishing peas. Strictly vegetable. Even more nourishing served as Cream of Pea.

PEPPER POT

The real famous "Philadelphia Pepper Pot" with macaroni dumplings, potatoes, spicy seasoning and meat.

SCOTCH BROTH

A thick, substantial, hearty soup, delicious with meat and vegetables. A new soup—a different soup.

TOMATO

Pure tomato juices and luscious tomato "meat" in a sparkling purée enriched with finest creamy butter. Strictly vegetable. Serve it too as Cream of Tomato.

VEGETABLE

It's a meal in itself. 15 fine garden vegetables cooked in rich beef broth. A great family favorite everywhere.

VEGETABLE-BEEF

Real old-fashioned Vegetable Soup—rich beef broth, thick with vegetables and substantial pieces of meat.

THIS FAMOUS HOME DISPENSER and 60¢ size Italian Balm



● In response to nation-wide demand, Campana now offers, through Drug and Department stores, its famous HOME DISPENSER *plus* a 60¢ bottle of Italian Balm—in a bargain package at 59¢. But the supply is limited. So purchase *your* bargain package before it is too late.

The idea of dispensing hand lotion *originated* with Campana. Over 2½ million Italian Balm Dispensers, like the one illustrated in this advertisement—full nickel plated and 100% guaran-

teed—have been delivered to Italian Balm users in the United States and Canada.

And no wonder it is so popular! The Italian Balm Home Dispenser *holds* the bottle for you—no uncapping or recapping, no risk of bottle breakage. Each simple, quick press on the plunger gives you *one drop* of Italian Balm at a time—thus making "America's Most Economical Skin Protector" still *more* economical and convenient to use.

Western Union Installs It!

● Campana has arranged for Western Union (in 5,000 communities where messengers are available) to install your Dispenser anywhere in your house—bathroom, kitchen or laundry, on wood or tile. You buy your Dispenser Package at any drug or department

store and then—(1) Call Western Union; (2) Ask to have your Dispenser installed; (3) Pay the messenger 10¢ for this service. (Campana pays the balance.) This special service good only while Dealers have these special 59¢ Packages.



CALL
WESTERN UNION



THE MESSENGER
ARRIVES



INSTALLS
DISPENSER 10¢



ANDERSEN

Here you see the new Lanvin face powders, flattering and beautifully fragrant. You will find them done up in these smart shade-revealing boxes at the leading department stores

DISCOVERIES IN BEAUTY

ALL Lanvin perfume devotees—their number is legion—are of the unshakable conviction that you can detect a Lanvin scent among all others. You may not spot it immediately as "Scandal" or "Rumeur," but you sense the touch of Lanvin in its overtones. And the same holds true of the new powders from this house, for a characteristic and lovely fragrance emanates from them and lingers delicately on your face. Of course, every one knows that you don't buy a face powder for its perfume, but it is nice to have it smell beautifully anyway. These new Lanvin powders are fine, smooth, and flattering, and the shades have the warm quality that gives an added bit of life to the skin. You will find them just making their appearance at your favorite cosmetic counter.

Another Lanvin discovery is a toilet-water described as "Géranium D'Espagne." And if the geraniums of that country smell like this, they are practically worth a trip to Spain! This toilet-water has captured the very essence of geranium—pungent, but fresh and clear—a scent with a lift. Use it as a friction, or in your tub. Or give it to a man. Or make a great gesture and sprinkle some of it in the warm water in your finger-bowls. It can be had in various leading department stores, and you are always sure of finding it at Saks-Fifth Avenue. Incidentally, that super-colossal puff on which the boxes rest (in the photograph above) is a Hygienol Swansdown number, also to be had at Saks-Fifth Avenue.

● If you go cruising, whether you go North or South, plenty of good rich creams should figure as essentials in your beauty equipment, even if they are the type of preparation you don't usually go in for. Because the sun dries out the natural oils in your skin in the hot countries, and the winds roughen it in the cold, good rich creams are the things that combat and counteract both these dangers. Frances Denney has always made a specialty of creams rich in oil content in her herbal preparations, and now she has

put up a group of her preparations in a new travelling beauty bag that is both compact and inclusive. There are jars of three of the famous herbal creams—Cleansing, Oil Blend, and Herbal Throat and Neck Blend; four lotions—Mild Skin Tonic, Special Astringent, Foundation Lotion, and the Eye Lotion that should be the inevitable companion of every voyage; and eyelash grower, eye cream, powder, rouge, and lipstick in the make-up compartment. But, despite this array of preparations, the case costs only about ten dollars complete. You can buy it in the various shops that carry the Frances Denney cosmetics, including Franklin Simon in New York.

● Pierre—that same Pierre on West Fifty-Seventh Street whose fine hand is behind more transformations than you ever dreamed existed—is out with a new facial travel kit that is another good excuse for getting yourself into a cruising mood. Tucked into the compact silvery interior of this case is the wherewithal to do your face from start to finish—cleansing, stimulating, toning, and make-up. Pierre has used all of these preparations in his salon for years, and the super-cleansing cream and the face powder (which has been put through a special heating process that makes it fluffy as thistledown) are things his clients can't live without. If you prefer, you can buy the kit less expensively, without the make-up equipment. In either case, the kit presents the same appearance—practical and nice-looking, in black and silvery washable leather, with a clear mirror.

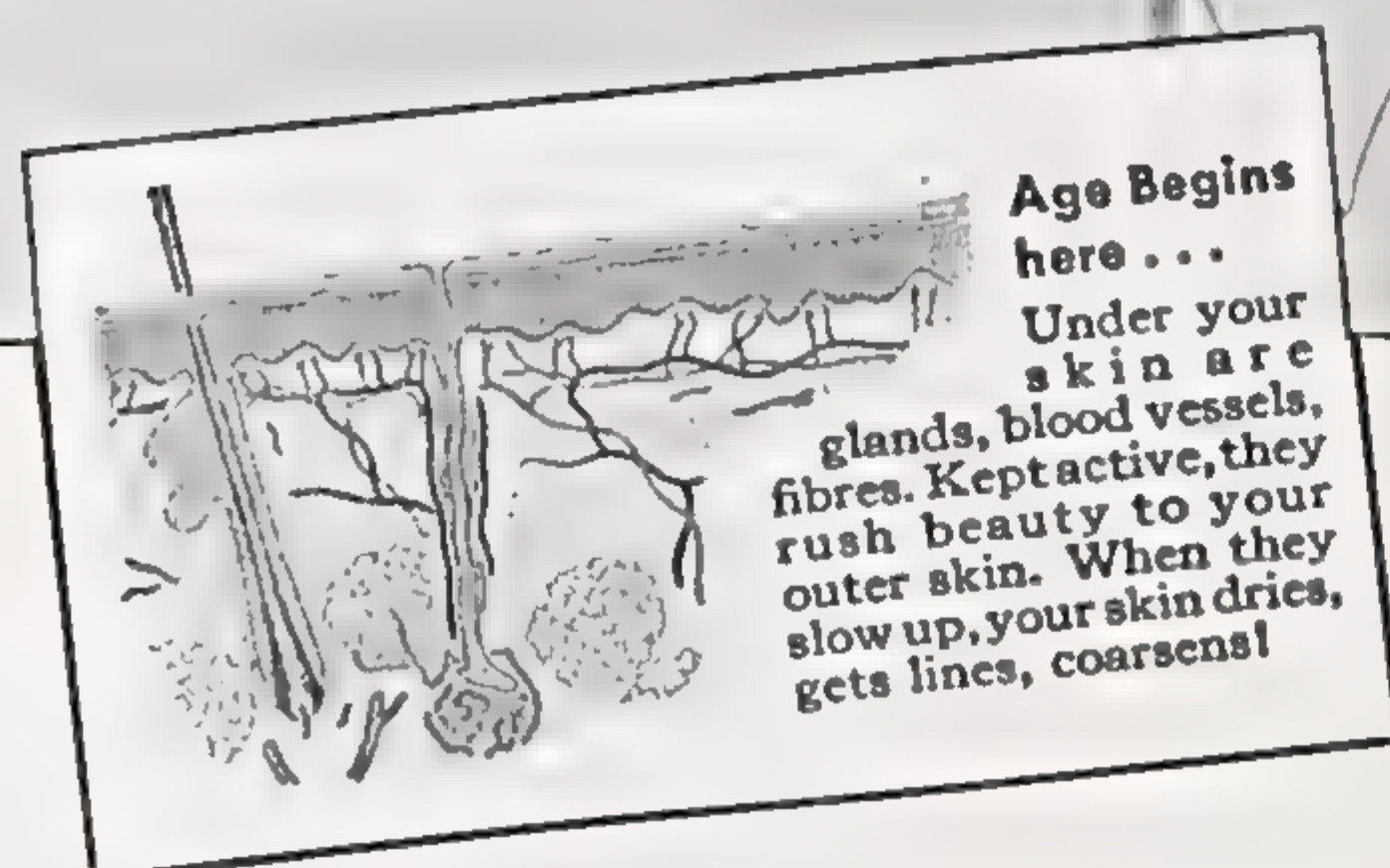
● Colonial Dames have a travel contribution in the form of a kit done up in a very smart airplane fabric and fitted with all the preparations you need while travelling. There is even a "Beauty sponge" to use with the "Beautifier" that leaves such a fine finish on your face. This kit, with the other Colonial Dames preparations, is available at John Wanamaker, in New York, and in other stores throughout the country. (Continued on page 82)

AGE SIGNS *Start Underneath!*

LINES around eyes!
and mouth!

COARSE PORES!

DRY SKIN!



(above) "Pond's Cold Cream softens a dry skin so quickly! It changed mine into the smooth, supple skin you see now," says young Society girl.

Telltale skin faults go — if you stimulate your Under Skin

A MAN can size up a woman's age pretty accurately. It's the little things that tell him at a glance—"she's nearing 30"..."in the 40's"..."over."

Little lines around your eyes, your mouth! Pores that look wide-open at close range! Even dry skin says, "she's aging fast."

Telltale signs of age!—what causes them? If every face-pore were a window, you could look deep into your *underskin* and see!—Overactive glands loading up your pores, stretching them wide. Underactive glands parching your skin, drying it up. Tiny fibres losing tension—letting ugly lines form outside!

Skin becomes Smooth, Line-free... Most skin faults start the same way—under your skin. Even blemishes and blackheads! But you can rouse those failing glands and fibres to a fresh start—see your skin faultless. Pond's deep-skin Cream is made for this very purpose.

The specially processed oils of Pond's Cold Cream go way down deep, releasing all the dried-up dirt, make-up, secretions wedged in your pores. Even the first time you use Pond's, you'll see your skin clearer, fresher, smoother by far.

Now spread more Pond's Cold Cream over your deeply cleansed skin. Pat, pat, pat it in

—with brisk upward strokes. See how your color comes up. Instant proof that your under-skin is becoming active, young again!

As you keep on using Pond's this way, your skin sheds ugly age signs. Tired lines smooth out. Your pores soon become finer, hard to detect. Your skin takes on a soft feel, a smooth look—a fresh young-girl bloom.

Every night, pat on Pond's Cold Cream. As you see the dirt... stale make-up... skin excretions float out, wipe it all off. Now pat in more cream briskly. Let it vitalize your under-skin... keep your outer skin firm, faultless.

Every morning (and before make-up!) refresh your skin with Pond's Cold Cream. Note your skin's brighter color, renewed vigor. Now so smooth, powder goes on exquisitely!

Start this treatment with the special 9-treatment tube offered below. Pond's Cold Cream is pure. Germs cannot live in it.

MRS. W. FORBES MORGAN

(right) One of the most beautiful of the Capital's social leaders, Mrs. Morgan says: "I never have coarse pores, blackheads or blemishes. Pond's Cold Cream sees to that! It even makes fatigue lines disappear!"



Mail coupon for **SPECIAL 9-TREATMENT TUBE**... and 3 other Pond's Beauty Aids

Your First Step toward a Younger Skin!

POND'S, Dept. B-56, Clinton, Conn. ... Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ (to cover postage and packing).

Name _____

Street _____

City _____ State _____

Copyright, 1936, Pond's Extract Company

CORDAY LIPSTICK

The case comes in Black with Ivory, Cardinal Red with Ivory, and Corday Blue with Ivory.

CORDAY'S NEW SHADE

Electric

THROWS A NEW LIGHT ON LIPS

All that its name implies — volted with vibrance and verve—charged with a high-tension gleam and glow that lends new lure, life and loveliness to lips! Perfumed with Orchidee Bleue, Corday. Also in Light, Medium and Raspberry Shades. Indelible, of course . . . At all fine Toilet Goods Counters . . . \$1

PARFUMS CORDAY • 12 Rue de la Paix • PARIS



ANDERSEN

"Drumbeat" is the dramatic name of the new Charbert scent, an exciting fragrance in perfume, powder, and eau de Cologne; from Jay-Thorpe

DISCOVERIES IN BEAUTY

• (Continued from page 80) People are wailing and crying out loud to us about the difficulties of keeping their hands soft and smooth, or even respectable looking, for that matter. It seems worse than usual this year, perhaps because every one has taken to the great outdoors more ardently than ever before. At any rate, our current suggestion is gloves—special beauty gloves that will supplement your regular creams and lotions. These beauty gloves fall into three categories—for street wear, for sports, and for night.

For street wear, there are the Almondized Beautyskin gloves. These are kid, the insides treated with glycerine and almond-oil, both wonderful softening agents. There are perfectly plain slip-on Beautyskin gloves, as well as more elaborate models.

Then, there are Kreme Skin beauty gloves, which are good for sports or for gardening, in case you are gardening in your greenhouse during February storms. These are loose-fitting gloves of lambskin, with the cream impregnated in the leather itself. Kreme Skin gloves have been sold for years in a quiet way, and now, with this problem of hand-care increasing, they are coming into their own. They are in natural blond colour, and you can wear them to bed, too, if you like. Kreme Skin gloves can be had for a surprisingly small price at most of the leading department stores, including Lord and Taylor, in New York.

Finally, there are the gloves intended only for night wear. Peggy Sage has produced a new type of these recently, made of feather-weight knitted cotton. These have a loose, resilient weave, so they don't annoy you while you sleep, but will keep creams and lotions on your hands instead of smearing off on the sheets. These gloves, by the way, are yours for the asking whenever you make a purchase of Peggy Sage's hand creams or lotions.

You don't need gloves, however, for Miss Sage's newest hand softener, Gardenia Liquid Hand Cream. This goes blandly into your hands without a trace

of stickiness, leaving them whitened and lovely to touch.

• If you go to Charles Bock on East Fifty-Seventh Street for your shampoo these days, you will find him pouring a few drops of something known as Tön into the final rinsing water. And you will find that thereafter your hair has a beautiful shine and lustre and that your wave manages to linger longer than ever before. There are some deep facts behind all this, for Tön, which in its scientific term is Sodium Metaphosphate, is the result of much scientific study and research, and its uses under other names are many and varied, from washing infants in hospitals to laundering delicate textiles. What this substance actually is is a soap solvent, and when Tön is poured over your head, it dissolves any film that remains on the scalp. The scalp particles that so frequently appear after a shampoo and a siege under the dryer—not real dandruff, but as annoying as though they were—grow less with each application of Tön. With the scalp entirely free of film, tonics and lotions can do their work more efficiently. A wave is set more easily. And even a permanent has better results.

We saw for ourselves bleached blond hair emerge remarkably softened in texture after an initial shampoo in which Tön was used. As yet, you can't buy the product to use for yourself, but it is in many representative hair-dressing shops in New York and in the larger cities throughout the country.

• Perfume note. The baby bottles of Corday's scents—the charming little replicas of the original bottles of "Toujours Moi," "Orchidee Bleue," and "Gardenia"—appear as a trio in a smart gold box, ideal for gift giving. And Corday's "Quand?" has also joined the miniature ranks in a diminutive of its black flacon. You will find the new arrivals awaiting you at the perfume counters in the leading department stores.

Liss Long



● Very few automobile manufacturers pay sufficient heed to the squirrel instincts in every woman worthy of the name. Women like all kinds of hide-aways for Things, and articles both essential and completely useless are equally dear to them.

The new Buick brings innocent joy to the female heart by providing all kinds of odd compartments where belongings may be stowed away against a hard winter. At the



right of the dashboard, with a handsome electric clock to point it out to you, is something the designers call a "glove" compartment. As if any woman in the world didn't know that it is the ideal place to cloister the handbag, and prevent its sliding down outside the driver's seat and dumping the clutter inside it on the running board the instant the



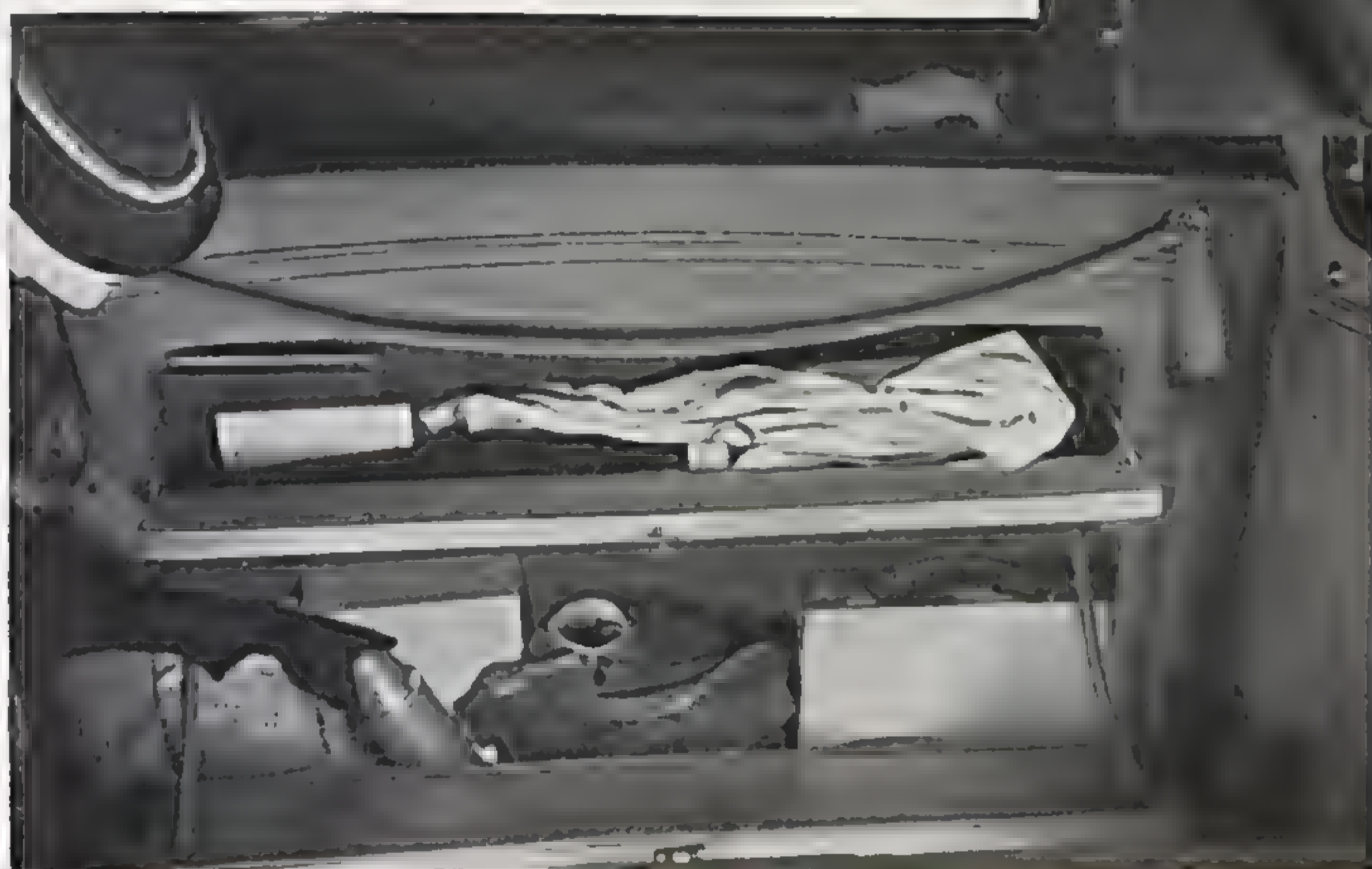
\$765 to \$1945 are list prices of the new Buicks at Flint, Mich. Standard and special accessories groups at extra cost

FINDS A LOT OF PLACES FOR HIDING THINGS IN THE NEW BUICK



door is opened. There is also room for boxes of cigarettes, the crocheting you are planning to finish, films you mean to have developed—almost anything.

The trunk compartments on the back of the Buicks are simply lambs for room. They can hold an incredible amount of luggage, ranging in size up to that of a small steamer trunk. And, assuming that



all Buick drivers have good luggage that deserves consideration, the compartments are trimly lined to pre-

vent scratches and scars, and the floor has a rubber cover, just as if it showed all the time.

The six-passenger Buick Limited makes life handy by having two compartments in back of the driver's seat as well. The lower one, which *might* contain the tools that a Buick owner never needs, is of the right size for two overnight bags. Above is a slimmer compartment for the last minute things that you forgot to put in said over-




night bag. All compartments lock for security, by the way.

When the back of the seats in Buick coupes are pulled forward (all the seats in these cars are one piece at the bottom and, where necessary, the

back pulls forward to allow for entrances and exits and storage space) there is room behind them for two suitcases. In addition, the shelf above the seat is wide enough for your favorite Scottie.

It is thoughtful of Buick, you may be sure, to allow a woman places to tuck away all the things that she might need, as well as the things that are acutely necessary.

Buick



COMING SOON

TO YOUR HOME

THE NuBONE *Charm Specialist*

Open your door to new freedom from figure faults and discomforts. Greet your neighborhood NuBone corsetiere. She is a skilled figure stylist who brings you the result of her company's twenty-seven years of specialization in molding the feminine figure to natural, healthful charm and grace. She will gladly give

you a free individual figure analysis right in your home and will help you to achieve style personality with the comfort obtainable only with the exclusive NuBone woven wire stay. Grant her the courtesy of an interview when she calls at your home. You will profit by her experience and skill.

An excellent opportunity is offered capable and ambitious women. Write us for details.

The NuBONE COMPANIES
The NuBone Company, Inc. • Erie, Pa.
The NuBone Corset Co. of Canada, Ltd.
St. Catharines, Ontario, Canada

Guaranteed by Good
Housekeeping as
advertised therein



CAST A SHADOW OVER A SQUARE JAW

LOOK TO THE STARS

(Continued from page 73) Suppose, despite the fact that you have a warm nature and a generous heart, your lips are thin and close in a straight line. Again, start work on the upper lip. Put the lipstick first on the natural contour of the lip, then extend it over the upper line a little. Next, compress the lips firmly and fill in the outline on the lower lip. If you want the lower lip still fuller, extend the line at the centre. Don't hesitate at going over the natural lines—one of those lipstick brushes will help you to do this skilfully, and, if Nature hasn't done any too well by you in the beginning, you don't want your mouth to look natural, anyway.

The wide, full mouth is the sort of mouth most of us aim to achieve, to-day, but if yours is too full or the lips too thick, they can be minimized by movie technique. Make up the upper lip, but keep the lipstick slightly inside the natural line. Compress your lips, but don't add any more lipstick to the lower lip, just blend in what sticks. More colour on the upper than on the lower does wonders in this minimizing act.

If an urge comes over you to make a cupid's bow when you embark on your career of making a new mouth—resist it. You'll never like it. Always remember the business about starting with the lips entirely dry, when any shaping is to be done. But, remember also to moisten your lips frequently. You don't have to go about continually rolling your tongue, but moist lips have that tender look whether they are to be filmed, photographed, or merely looked at.

If you have a square jaw, you can shadow it down the way this is done for the films, and as you can observe in the sketch above. This, frankly, takes a bit of doing, and you have to be willing to experiment, but you can get some marvellous effects. Buy one of the foundation preparations that the movie make-up people make for this purpose, in a shade deeper than your powder and your regular foundation, and shadow the sides of the chin with this deeper tone, or along the sides of a too-wide nose. Blended in and powdered over, the deeper colour seems actually to shadow off width.

Of course, some of the most miraculous of the screen achievements have to be confined strictly to the screen, but they make fascinating reading. One star into whose great glamorous eyes you have gazed in many a close-up actually has eyes much too small for her face. Max Factor creates this transformation in his make-up studios. The upper lashes are made up very heavily. Then, the lower lids are defined with pencil lines so blended that, when photographed, they look like actual parts of the eyes. Don't try this one yourself, however; you can't do it.

Now Comes *Once-a-Day* Cheek Make-Up

That Keeps You Perfectly Made Up All Day Long!

9 A.M. You apply it before your own mirror—and get a perfect and even color.

5 P.M. It's still perfect—just as it was a minute after you applied it! Ends constant making up in uneven light during the day.



A Discovery That's Become the Rage of Paris — And That's Making Women Everywhere Discard Old-Time Powder Rouges!

IN PARIS women have found a new way in make-up. A cheek make-up that stays just the way you put it on all day long; no matter what you do.

You apply it in the morning—and forget your cheeks all day long. Walk, dance, go in a pool—do anything you like—yet your cheeks are divinely perfect without a further thought!

It's the newest creation of Louis Philippe—world-famed colorist—whom women of Paris follow in matters of make-up like a religion.

What It Is

It's a delicate *cream rouge*, called *Angelus Rouge Incarnat*, that comes in tones to blend with every complexion, eye-color and hair. Subtle, natural tones that actually match the color of the human blood. And thus provide a natural, undetectable cheek make-up.

Apply it, and only under a magnifying glass can even an expert detect that it is not the *natural* flush of your cheeks. For, being a *cream rouge*, it

blends directly into the skin. Old-time powder rouges touch only the surface. Hence, rub off, blow off, become uneven and disillusioning.

Women Quitting Powder Rouges For It

On every side, women are quitting old-time powder rouges for this remarkable creation. For it provides a NATURAL color that lasts all day.

It ends hurried, uneven, artificial make-up,

put on under improper lights. You apply it at your own dressing table and *know* that it's on evenly and properly. You can use it, too, on both the lips and cheeks. And thus gain a perfect color harmony.

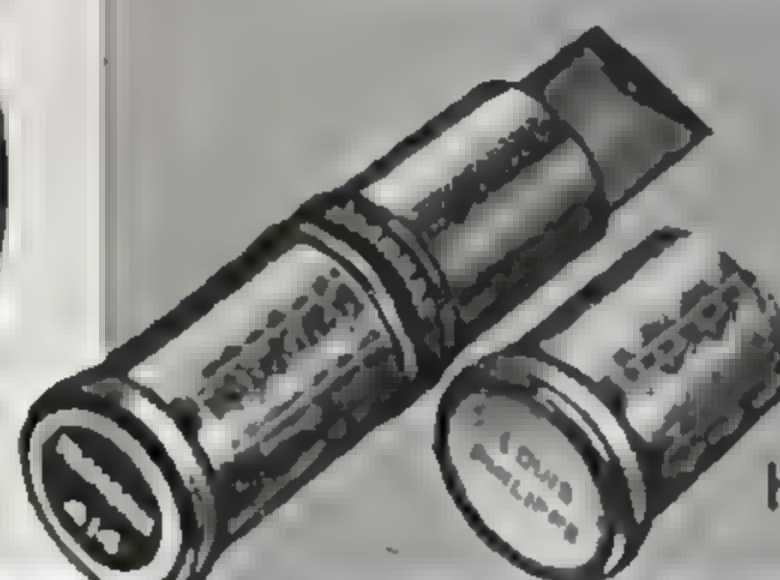
Try it—*Angelus Rouge Incarnat*. It's on sale at all drug and department stores in little red boxes (about the size of a quarter) and costs only a few cents. You'll find complete color charts wherever you go to buy it. Use it just once, and you'll never again use a powder rouge. For what it does will amaze you.

Angelus Rouge Incarnat
IN THE LITTLE RED BOX

FRAMBOISE SUN ORANGE POPPY
LIGHT PANDORA MEDIUM



LOUIS PHILIPPE
ANGELUS LIPSTICK



IN SAME
COLORS
FOR A
PERFECT
COLOR
HARMONY

BOTH BY LOUIS PHILIPPE — WORLD-FAMOUS FRENCH COLORIST

KISLAV

MADE IN FRANCE



TOWN & COUNTRY Collection for Spring.. Introduces EQUESTRIANS*

Smart as a whip, a fillip to any town or sports costume with their inspired tuckings... perforations... slit tops... unexpected contrasts... and racy colors, such as Strawberry, Yellow, Biarritz green, Apricot beige, Clipper blue, Coral beige and Arbutus pink. Thoroughbred in quality too. Made in France of doeskin so superlative that Kislav gloves wash like a charm in the hottest water and wear so long that in the long run they are incredibly inexpensive.

* MISS JOAN MARSH, screen celebrity, is pictured wearing Futurity, a hand-stitched shorty at \$5.50. Barrier, machine-stitched, is \$4.00. Other Equestrians at your favorite store are Furlong, Halter, Steeplechase, Turf, Stirrup, Paddock, Trotter, Saddle, Preakness, Pacer, Bridle, Point to Point, and Hunter.

Write for booklet.

BUSCARLET GLOVE CO., inc.

NORMAN BLUM, CO., inc. Sole Distributors for U. S. and Canada
468 Fourth Ave., N. Y. 36 S. State St., Chicago 156 Yonge St., Toronto, Can.

PEARLS AND PIE-PANS

• (Continued from page 63) Nor does Cartier shrink from combining semi-precious with precious stones. Light and dark topaz, for example, are used together with diamonds to make two clips that may be worn, not only as clips, but can be attached to a gold band bracelet. Aquamarines and diamonds form necklaces and bracelets, corals are combined with precious stones to give a semibarbaric effect.

• This passion for interesting personal jewels is rising to fever-pitch. Every time you ask where some unusual jewels came from, you are likely to be told Boivin or Herz. For her New Year's Eve party, Princesse de Faucigny-Lucinge wore a huge oval aquamarine held on the wrist by wide gold bands paved with small aquamarines—from Boivin, of course. At the same party, Madame Ralli wore tiny gold water-lily clips all over her head—about as enchanting as anything you have ever seen—and from Boivin, again. Every one is wearing this master jeweller's earrings, made either of gold or silver in the forms of half-moons, snails, futurist cubes, and so on. These are very light and very effective for street wear. Boivin also has an Indian bracelet—really a wide band of gold filigree, mounted with gold grapes, and bunches of tiny turquoise grapes coming out of the filigree. From the same jeweller: a clip that looks like a gold pincushion with a thousand tiny pearl-headed pins sticking in it; large earrings of tiny pearls on gold that follow the shape of the ear from lobe to top; and two snail-shaped diamond pins connected by a crystal chain that look very new. These are excellent to anchor your scarf or string from neck to lapel of a tailored suit, or to pin on a shoulder-strap for evening. Boivin, as well as Cartier, uses two tones of topaz on pyramid-shaped gold bracelets and clips.



• Madame Alain Raoul-Duval wears a shirred black jacket with a Persian lamb yoke
• Baronne de Rothschild's solitaire diamond bracelet

• More from the Faucigny-Lucinge party: Both the hostess and Princess Paley wearing Lelong's crêpe dress with its scarf buttoned onto the bodice (shown in January 1 Vogue). The Princesse de Faucigny-Lucinge with hair bound by three narrow ribbons—two black, one orange—that tied in tiny bows on the top of her head. Madame Ralli, with the charming water-lily clips in her hair, wearing Molyneux's very plain, square-necked white dress, brocaded with silver lamé flowers. The Duchess d'Harcourt, all Schiaparelli, except for her flat satin slippers from Alix. On the back of her head, a gold snood repeating the gold of Schiaparelli's white-and-gold sheath dress that flares at the bottom. Madame Dali looking very lovely in Schiaparelli's bronze velvet dress with a mother-of-pearl rose-petal bodice. For the surrealist touch, a bronze velvet lamp-shade perched on her head. And Madame Mazzonki wearing Chanel's fringed dress and a crown of white mousseline flowers in her hair—like a little girl's first communion head-dress.

• Schiaparelli is making children's clothes. She has turned out miniature editions of her felt house coats for adults, made of charming red-and-white cloqué and zipped up the front in characteristic fashion. All of the children's dresses are very good smocks, made of English flower prints. Personal note—Schiaparelli has just moved into her new house in London—the tiniest house there, it seems. It is in Lee's Court, near Grosvenor Square. Right now, she's off to Vienna to be the guest of honour at a Government ball, and, in March, she's planning to visit New York.

• The new cinema, "Le Paris," on the Champs-Élysées recently opened with "Top Hat"; bringing forth every loyal American resident who could wangle a ticket and a crowd of French enthusiasts of Fred Astaire. The theatre is pleasantly modern, thoroughly ventilated, and faced with three storeys (Continued on page 88)



• On Yvonne Printemps' brow, a head-dress of blue crystal
• Left: New, tremendously long pink evening gloves; Hermès
• Short gold gauntlets; Nicolet

V-Flex..... A NEW

FLEXEES TRIUMPH FOR

Spring

The back is cut vividly low. The V-line hugs the figure with affection; and swerves in curves of figure-moulding animation to the front, where its plastic line models the form in graceful, slender silhouette to a lovely climax—the round, firm and natural bust—lifted with an artistry that even Nature could not improve upon.

It's a dream come true—it's V-Flex—FLEXEES' newest triumph in the complex Art of figure control. Equally at home under a Spring evening frock or a day-time ensemble it lends vibrance to the figure with a vestige of that voluptuous lure which arises from a "perfect line" achieved without stiffness—or strain.

FLEXEES is done in Twin-Control for the stream-lined or average figure to whom a few soft curves lend lure—and in Super-control for the maturer or fashionably full figure which requires slenderizing restraint and the smoothing out of a naughty bulge here and there! *At leading stores everywhere, \$5 to \$29.50*

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ONE of America's most remarkable skin preparations now appears in a new and attractive dressing table or bath size.

The bottle itself is an exclusive and original Pinch-bottle design. The glass is clear and of a new quality which, like crystal, gains in lustre and brilliance, each time it is polished.

Inside the bottle is that clear, sea-green liquid—DRESKIN; a cleanser, a freshener and neutralizer of alkali. It is a formula unique among skin cleansers and unduplicated on the world markets.

Women use DRESKIN as a quick, convenient, mid-day cleanser for face and neck. Also, at night, as a pore-deep cleanser for removing all trace

of stale make-up and gland secretions, thus affording themselves protection against enlarged pores.

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DRESKIN is a Campana preparation; a companion item of ITALIAN BALM. It is made only of Triple-A Grade raw materials and aged as thoroughly as the most delicate perfume.

The Pinch-bottle package sells for one dollar at drug or department

stores. © Campana Sales Co., 1936

PEARLS AND PIE-PANS

(Continued from page 86) of convex plate glass so that the people in the street can see the audience milling around in the foyer during the intermission.

- Violet is a colour Paris has a fetish for. At the opening of Henry Bernstein's play, "Le Cœur," the Comtesse de Polignac wore a Lanvin cape, violet on the inside, red on the outside, and finished with a violet scarf. It was stiff, fitted at the waist, flared at the hem, and tufted all over in regular lines. Another woman wore a black velvet dinner-suit with a Tyrolian jacket, befrogged with violet, and a violet scarf around her neck. There were even violet aigrettes on her small velvet toque. At the same opening, Madame Auric appeared with a very impressive Chinese coiffure. And Madame Schiaparelli wore, over a high-necked sheath gown of black velvet, a cape of a strange, unrecognizable fur—perhaps Russian wolf.

- One of the most unusual evening capes in Paris is worn by Madame Eloui Bey. A long white wool cape falling from her shoulders to the floor, which she wears over a Piguet dress of black crêpe with a high neck and long sleeves.

- Go to a house-party in the country outside of Paris, and you'll be struck

by a new idea in country clothes. Men and women both seem to be bent on wearing plain colours with bright contrasts: dark blue with saffron-yellow; dark green with bright blue; reddish brown with apricot; black with coral or turquoise. Obviously, the reason is that every one has invested in new and dashing winter sports clothes, and that has changed completely the idea of what is smart in the country. The hard bright colours make the mixed tweeds in one's closet look dull and uninteresting. Almost every woman wears a bright coloured vest with a short dark jacket and divided skirt—always in solid colour. Heavy ribbed woollen stockings generally are in the same colours as skirts: green, blue, or reddish brown. And as for gloves—quantities of peasant gloves of bright coloured wool, embroidered on the back of the hand.

- The men wear Tyrolian vests, some of them embroidered, and Tyrolian hats. Not an English cap is visible. Trousers are of tweed, but monotone rather than mixed tweed; deep greens or browns. Jackets are of the short ski type. And the men, too, wear bright coloured woollen gloves and scarfs. But with all the peasant touches, the men never look musical-comedy like, because of the tailored simplicity of their jackets and trousers.

DESIGNS FOR DRESSMAKING



New to make, and to wear—that is the story of these models, shown also on pages 58 and 59. Designed for sizes: S-3870, 422, 421, in 12 to 20, 30 to 38; 7269, 7265, in 12 to 40; 7270, in 25 to 36; S-3869, in 14 to 40

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Chiffon

THE POWDER THAT HAS NO SHINE

YOU'D be amazed at the number of powders, many of them famous and costly, too, that actually make your nose shine *more* — because *they shine themselves*.

Tiny sparkling particles in these powders catch and reflect the light — an unpleasant effect, daytime or evening.

Primrose House Chiffon contains none of this shimmery substance. Every atom of it is removed by a special process before this exquisite powder goes into the box.

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These exclusive features explain why Chiffon is the choice of smart women everywhere.

You will find eight lovely Chiffon shades at leading stores. In boxes, \$3 and \$1. Primrose House, 595 Fifth Avenue, New York City.



PRIMROSE HOUSE

Chiffon



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LAMPL KNITWEAR CO. • CLEVELAND, OHIO



NELSON

MINERAL BATHS RENEW YOUR ENERGY

SARATOGA WATER-CURE

(Continued from page 55) we would never stop anywhere but at the Gideon Putnam. The name sounds a little forbidding, but it is really the name of the gentleman who had the foresight to install the first hotel in Saratoga, and the present Gideon Putnam Hotel is a small, charming place on the Spa grounds, decorated by Mrs. Tuckerman Draper in such a manner that you feel you are in some friend's especially pleasant house. The colours throughout are charming, the beds are marvellous, the service is unobtrusive, the food is above average, and you eat it in a bright little dining-room papered with Jimmy Reynolds' ideas of what the Saratoga Springs used to look like. We tell you all this because we are enough of a sybarite to want to be well provided for physically when we embark upon such a venture, and maybe you are the same.

Once you are organized in your establishment, you start off for the baths, equipped with your doctor's directions. These are required even if you only go for rest and peace, but there are excellent physicians available in town if you'd rather have your going-over after you reach Saratoga. With treatment prescribed and daily schedule worked out, you embark upon the therapeutic phases of your cure. These take place in the twin buildings known as the Roosevelt Baths—beautiful, shining places with incredibly complete equipment for doing everything in the world to you.

Presumably, you will take the baths. Not only are they at once soothing and stimulating, but, to our frivolous mind, they are fun. You are in what surely must be the largest tub in the world (you get an idea of it in the photograph above), and, until the attendant gets you organized, you keep popping up to the top of the tub, because the mineral water is so buoyant. We kept cheating because it was fun to float, but, when you are once lying relaxed with your head back on a pillow and the mineral water, heated to 94 degrees, breaking in little bubbles around you, you have a feeling that you are being reborn there in that very tub. All the tired, worried feeling seems drawn out of you, and the iron strength of the waters (Continued on page 91)

(Continued from page 90) seems to be seeping into your veins. When you are taken from the tub and tenderly dried and wrapped like a baby in a warmed sheet and put into your bed, you go drifting off into a sleep such as you haven't had since you were rocked in a cradle. In Saratoga, there are more little naps, soft warm towels, and sheets when you come from treatments, and more general unobtrusive solicitousness than you will encounter many times in this life. When you have your mineral bath, you have a complete bedroom to yourself, with the tub built into the corner and your own little cot, so there is no running about from place to place.

You are massaged to your heart's content, soothing massage that smooths out ragged nerves or deep massage that takes down the pounds. You have a salt rub that is the most exhilarating thing in the world, when you lie on a marble slab and salt is rubbed over you, then washed off beneath an avalanche of water—see the lower illustration on page 54. (This equipment we would recommend installed in its entirety, at no matter what expense, in the houses of gentlemen who are addicted to hang-overs.) You sit in the hot room, the air humidified so it is hot, but not drying (see page 54). You steam in the steam-room. You perspire in the electric-light cabinet. You stand in a shower in front of a Scotch hose—the apparatus you see in the photograph on page 55. And this, to us, is one of the high points of the régime. Water pours down over you from above, from the sides—hot, warm, cool, chill. Then the great hoses start to play against you. All you can see is spray. You are a nymph in the heart of a falls—you can never be tired or weary or worn again.

The spring waters are actually drunk in one of the most beautiful buildings in the Spa—the Hall of Springs. You wander about drinking your water (strolling while drinking adds to the benefits) while music plays during the “drinking hours.” The waters bubble up from fountains towards the vast arched ceilings, from which hang crystal-and-silver chandeliers to vie with the sparkle of the (Continued on page 102)



NELSON

MASSAGE SOOTHES BODY AND SOUL

"THE CROWN TAG ON EVERY DRESS MEANS LABORATORY-TESTED FABRIC CONSTRUCTION, COLOR FASTNESS AND DRY CLEANABILITY."

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by Germaine Monteil
Neiman-Marcus
Dallas*



THE CENTER OF FASHION AUTHORITY IN THE SOUTHWEST



"You Folks from New York?"

(Continued from page 53) bridesmaids were handing out literature in the main lobby, while the osteopaths were trying to collect their members for a big get-together in the grill.

The hotel was a marvel of gadgets, with slot-machines in every room for soap or cologne, hostesses on every floor, and club breakfasts with every sort of extraordinary combination. This was our farewell to real hotel life, for, until we reached California, we lived entirely in small local hotels, lodges, or overnight camps. And we lived high!

MAIN STREET

From Ohio, our road took us through Indiana and Illinois; and I, for one, would gladly cast my lot with the Middle West. Having expected to find the Legion and the Ku Klux Klan interspersed with remnants of the W. C. T. U., there seemed to be only great farms, and pleasant towns with tree-lined streets and tall hollyhocks by every door, and a general feeling of peace and security, which to a restless Easterner was amazing. But, of course, we were not in the industrial centres, and mine was only the casual eye of the holiday traveller. Everywhere the food was good, and the friendliness of the people incredible.

My husband cooked our first lunch on a road near a graveyard—grilled chops and French potatoes. A wild thunder-shower came up, and we leapt over tombstones to the car, drenched by the rain, while we fumbled to get up the side-curtains.

We spent the night at Valparaiso, Indiana, a farm centre, where the main shop was full of pitchforks and wheelbarrows, and there were at least ten lunch-counters for the farmer to choose from when he came in to do his buying. In the evening, with the other guests at the hotel, we sat in big rockers on the pavement by the dining-room, reading the papers, talking, and watching the farmers and their wives go by. It had all the casual pleasantness of café life in an Austrian town, and considerable picturesqueness—with old farm wagons and buggies drawn up, a number of the women

in black sunbonnets and purple or red dresses, and plenty of talk between the families sitting in sedans or carriages.

Of all the states in the Union, the one that had for me the greatest charm was Iowa. The land is so rich; we saw as many as twelve horses at once pulling one huge hay wagon, and the great thick fields outdo a Grant Wood painting in their luxuriousness and beauty. The barns are always at least six times as big as the farmhouses and painted the most beautiful dark red or white, while the house itself is allowed to grow shabby. This gives a very realistic picture of where the heart of the family is. Husband, wife, and children must be united in feeling that the farm-buildings are what really matter. Over every barn door is the name of the owner and the year when it was built.

It was here that we started racing railroad trains, a fine old sport that is all too easy, as the road runs parallel with the track and the engineer derisively toots the whistle as he passes. The freight-trains always travel with their quota of boys riding free on the cars, and they seemed to be on our side in these contests—giving us a cheer when we managed to pass the engine.

GOOD COMPANIONS

For some, the chief pleasures of a trip are the scenery or the historical sites that can be seen; but for me the whole joy is in the chance acquaintanceship of the road, which is so agreeably made. Every one speaks in every one, on any subject; sitting in the inevitable rockers outside some small hotel in the twilight, or at some roadside eating lunch, or to another car getting gasoline at the same station. The introduction is the licence-plate: "You folks from New York?"—never been there." The answer was always rather inadequate—"Well, it's pretty big," or "We've come a long way." At overnight cabins, all the visitors talk, exchanging volumes of information about the roads. It is so agreeable to be able to chat freely with everybody; one is never lonely. In the East, the men seem to have a mysteri-

ous faculty of picking up chance acquaintances, but it is more complicated for the women.

In South Dakota, we had a flat tire. A kindly sheriff happened to be passing in a car, with his daughter, and lent us his jack. Meanwhile I talked with the daughter; she was married to a farmer, whom she always spoke of as "Mr. Mills." "Mr. Mills was real good to me this spring," she told us. "He gave me a little pig all for my own, and I am hand-raising him on milk, and I am going to take him in myself and sell him and keep the money to do with what I want." It seemed last year's hogs had brought only four dollars. This year, with luck, she might get twenty. She talked on easily and pleasantly, with further side-lights on Mr. Mills. (This year, she planned a surprise exhibit in the State Fair. She would just show Mr. Mills.) She told us of the wishful prayers for rain, and kindled in us some of the excitement and drama of weather, when the seasons are the great adventures of the year. With any luck and a few showers, the leaves on the corn might not begin to curl too early, and then the stalks would grow higher than your big girl's head.

CARD CLUB

When we reached the hotel of the town, we went right in for supper, and, as we sat there, we saw an example of what so-called civilization can do. Five South Dakota matrons came in, all dressed up, with highly polished nails, permanent waves, and fancy hats. They sat at a centre table, which was decorated with flowers and little boxes of candy. During the meal, they never once spoke to each other, but ate with crooked little fingers, in silence. The whole dining-room became absorbed in them, and finally we asked the waitress; she explained that they were the local card club, who met once every few weeks, had their dinner, and then played cards. We saw them later, elegantly sitting around a table with another large box of candy in the middle—still not speaking one word to each other.

To an Easterner, the dryness of everything seems rather appalling; and when, on the roadside, we saw a sign "Swimming Ahead," we gladly followed it and found in the centre of the fields a lake of considerable size, with a number of farmers' daughters in halter bathing-suits getting a Florida tan.

July is a lovely month. The hay is so yellow, and summer is so real. August, like March, seems to me a stale affair that never can be used to any very great purpose; but in spite of the heat, which is so intense that an extra shimmer seems to rise up from the ground, I defy any one not to be enchanted with the great farming states in July. The twilights are so long and peaceful, and the earth and man seem such very good companions. I think that this gave me the real feeling of why a trip like ours can mean so much; because there is, besides everything else, the feeling of pride—the feeling that "This is my country."

On our first night in the Rockies, as my daughter and I washed out some stockings in a brook, we had a conversation with a widow who had motored her three children from Oregon to Virginia, and was now on her home-

ward trek. Her car was a 1927 model, and pretty battered. They were cooking their supper over the cabin stove. She had twenty-one dollars left to get her home—and they all seemed happy and unconcerned. Further up-stream two boys from Princeton, with a Canadian friend, were fishing, and planning to visit thirty-eight national parks. The top was down on their car, and never have I seen three young men glorying in more painful-looking sunburns.

The air was deliciously cool, and some of the mountains were covered with snow. The grandfather of the man who ran the camp had gone West in the original Gold-Rush, but had somehow never gotten any further, and I for one could understand why he had lingered—the spot was so beautiful.

A PLEA FOR HOSTS

So much has been written about dude ranches that suffice it to say that Valley Ranch is one of the best, and we spent an agreeable week there, fishing, riding, and swimming in its ice-cold rocky stream.

Even at the height of the holiday season, the national parks somehow manage to absorb the tourists. And when I say tourists, I mean it! From North, South, East, and West, the little cars drive up by the thousands, to the four gateways of the Yellowstone—and yet they do not spoil the wild woods, the bear, the elk and deer. They even manage to leave some trout in the streams! The lodges of Yellowstone specialize in college-girl waitresses, who come out and serenade the guests as they arrive with fancy close-harmony and with jesting of a very collegiate nature. It is apparently considered so desirable to become a waitress at Yellowstone that, we were told, there is a waiting list of over four thousand, and practically nothing but Phi Beta Kappas are accepted! In the midst of my enthusiasms, I must here interpolate that I, for one, could do without the hostess. That rather artificial smile, that soft, refined "May I help you?"—which changes so quickly when she is really asked to do anything for any one—became a perpetual thorn, and I would suggest that the national parks go in for hosts. The rangers are so charming, and the ladies so painful.

From Wyoming and Montana, we struck south through Idaho into Utah. The distances were tremendous, and the planning had to be quite accurate as to where we could find meals and spend the night. The hotels of the West abound in coffee-houses, a sort of attached café where meals are served at any hour; they are a great blessing to the motorist.

THE OLD WEST

We swam in the Great Salt Lake, a fantastic experience; it is literally impossible to bring one's foot down, and one sits on the top of the water. One feels as though one were in a new element and lacked some vital organ necessary to a different planet. The Great Salt Desert is a strange plain, looking like ice and snow, but made of solid salt. We sat on it, salted tomatoes with it, and motored our car everywhere on it.

Some sixty miles further was another state line, and we drove into Nevada. This (Continued on page 94)

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Marinette

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MARINETTE • WISCONSIN

FURNISHED TO CANADA BY THE KNIT-TO-FIT MANUFACTURING COMPANY • MONTREAL

"You Folks from New York?"

(Continued from page 93) state is more truly of the Old West. At Winnemucca, where we spent the night, the gambling was wide open; on its one main street, there were some thirteen saloons, with faro wheels and tables piled high with silver dollars. While we were walking slowly down the street, an elderly woman on horseback rode into town, in a cowgirl costume, with pince-nez clipped to her nose—and disappeared into a saloon to haul out her husband. She had ridden twenty-six miles to fetch him.

We made a brief visit to Virginia City, centre of the Comstock Lode; now a curious combination of the remnants of old mining houses and up-to-date miners who are again making the little town important.

Lake Tahoe is in the Sierras, a mountain range that is in many ways more beautiful than the Wyoming Rockies. Tahoe is always green, and the trees are colossal. The lake itself is called a jewel, and for lack of a better word I must call it one, too—an emerald.

WE REACH THE COAST

And as for California—everything that is written about it is true, and it is all contradictory. It is a Paradise; it is a Liggett's counter. It is God's country; but it also belongs to Mr. and Mrs., Junior, Sister, and Baby. San Francisco is a noble city, with all the grandeur and romance of a great port. But then there is Los Angeles. The creative artists of the world are in Hollywood; so also are the publicity agents, the failures, the peroxided and rather aging adventuresses of the towns east and west of the Mississippi; pretty children who expect to get somewhere and are ashamed to go home; acres and acres of bungalows with attached garages and several palms, inhabited by business men who pay no attention to moving-pictures—"though I can't say my wife and daughter aren't interested." The Coast is endless, the beaches are superb, but the cold fog comes in in the afternoon—and there is something melancholy about the Pacific. There are pails of fresh orange-juice sold along the roadsides for a nickel, and it is as good as the wine. There are old missions with ancient grey olive-trees, and new hotels made like missions with their faces lifted. California can not be written of except in sections; it is too vast. But so is all America. It is the continent of continents. The politicians' speeches are right—from the apple-trees of Maine to the orange-groves of the Pacific, it is a great country, and indescribable.

BRASS TACKS

Before starting on such a trip, you should go to the Automobile Association of America (A. A. A.) and join it. Have them route you, and get all their booklets on hotels and overnight lodg-

ings. After being routed, consult frequently with local A. A. A. or gasoline stations, because sometimes a road has been recently put under repair or a new cut has just been opened. The local hotels are apt to give bad advice on roads, as they are so anxious to boom their district that they will send you miles out of your way to see a view or a new bridge under construction. The A. A. A. hotel booklets are remarkable for their accuracy. The hotels are all graded, and there is always a perfectly fair description of their quality, and that of the restaurant or café.

A DAY'S MARCH

Three hundred miles are not a great deal for one day in the Middle West and West, where the roads are so fine; and if that is the minimum aimed at, it is a very comfortable amount to cover. Often, through the very flat states, four hundred and fifty miles seem no great distance.

It is advisable to carry a water-cooler, and fill it every morning with ice and water before starting. A flat tire in a desert is not pleasant, and water is often very difficult to get. This is really important and should be done, no matter how civilized a part of the world one is passing through.

After you have planned your wardrobe, reduce it by fifty per cent. and travel as light as possible. Motoring is hard on clothes, for there is plenty of dust on the roads; and, after such a trip, clothes are worth very little.

Although our artist has seen fit to put us in a sedan, I urge upon every one an open car. The sedans do not give one the same feeling of air and outdoors, and, even with the occasional inconvenience of rain, the phaeton model is hard to beat for a family. Keep the top up, if the glare and wind make it necessary; and, if possible, have an extra glass wind-shield for the back seat.

HARD CASH

As for expense, that is a personal matter; the further one gets West, the cheaper the gasoline. Hotels run anywhere from one to three dollars a night; lodges are never more than from one to two dollars—and, for two dollars, one should expect a separate cabin, with bath, on a lake! Food is also very reasonable, and, if the craving for chocolate ice-cream is not too great, one can keep all expenses down to a minimum.

If you motor to California and do not want to motor back, you can get a very big credit from the local agency of the car in California, and have it transferred to an agency for the same make of car in the East. The credit for the car is much larger in the West than in the East, because it is much farther from Detroit. In Hollywood, we were offered excellent credit on our car by three different agencies, within twenty minutes.

Highway Wardrobe

NOT a little of the success of a westward trek-on-wheels depends upon a cleverly assembled minimum wardrobe.

If you are planning a practically non-stop passage, parking only to sleep, it is advisable to take along with you: a tweed suit and a cotton suit; a cotton coat; two washable silk dresses; two cotton dresses, one, perhaps, of light-weight linen; and a soft felt hat. These are indispensable.

But if you expect to visit friends or relatives, or to take sightseeing trips en route, you should include these further additions: a light printed silk dress; a dark printed silk dress; a washable white silk dress; an evening gown; a knee-length coat of velveteen or corduroy (these fabrics pack well, and this coat may be used, also, as an informal evening wrap); a small dark-coloured hat; a fairly wide-brimmed hat of white or light-coloured felt (felt travels better than straw).

But whether you cut across the country with as few delays as possible, or whether you dally along with time of no moment, you will need the following things.

In your shoe-box, put a pair of dark brogues or Oxfords (not too heavy); a pair of black-and-white or brown-and-white sports shoes; a pair of dark opera pumps (cloth ones with leather trimming require less care than those of all leather); a pair of black-and-white or brown-and-white opera pumps; and a pair of evening sandals.

You should be provided with at least one bed-jacket, a pair of lounging pyjamas, and a robe, to take your mind off the peculiarity of other people's taste in bedroom furnishings.

Be sure to choose underwear and girdles that are simple and tailored, since you will probably want to launder them yourself.

You will find that handkerchief scarfs of silk or cotton are not only a bright note with your tweeds, but a welcome protection against a sunburned neck. And cotton or string gloves are preferable to any other kind, since, obviously, you can't tarry around a town waiting for leather ones to be dry-cleaned. Driving gloves should be of pigskin, pull-ons and loose fitting.

Two large hand-bags are the minimum—one for every-day utility, and one for stop-overs.

And sweaters and blouses and skirts.

If the trip is to be a long, leisurely one—more sweaters and skirts and blouses. They give infinite variety to your wardrobe, and are about the easiest garments to pack in a suitcase or automobile trunk that you could choose.

A suede jacket—though not essential—is a good investment.

RANDOM REMARKS

Your swimming paraphernalia—suit, cap, shoes—should be kept in a beach bag and placed where it can easily be found when water is sighted.

Have everything washed or cleaned before you start out—leave at home anything that requires repairing.

Don't drive in a white coat, a white hat, or all-white shoes.

Don't forget to write "No starch, please" on your transient laundry lists, or your clothes will come back stiff, and your husband will have iron collars on his soft shirts.

For the motorist, suits are better than knitted dresses, because you get tired of your clothes, and blouses and sweaters provide more of a change. And the jackets of suits should be short—a longer jacket requires continual pressing.

Your tweed and cotton coats should be full-length, to protect your dresses from dust. A polo coat is good, too.

Have loose armholes in your driving clothes. In fact, no garment in this daytime wardrobe should be tight-fitting.

One-piece dresses are better than two-piece.

Choose hats that fit perfectly—don't rely on inside leather bands to hold them on.

Buttons are to be preferred to hooks and eyes, for cleaners and laundries apply ruthless strength to hasty assignments. Buttons command more respect, and are usually sewed on again if they're pulled off.

Don't take heavy or bulky clothes. Have a heater put in the car instead.

Dress yourself so that you can put on or peel off several layers during a day's driving, for temperature changes are incredible. Five days a week, you will find that the part of the country you're in is having freak weather.

Shorts and slacks should have no place in a driver's wardrobe; and we close with the remark that pyjamas are not very good to drive in, either.

GRACE CUTLER SMITH



THE GRACEFUL WAY TO Fib about Birthdays



Marie Earle's unique
Basic Treatment
does its work in 10 minutes!

ESSENTIAL CREAM

A remarkable cream, the color of honey, the texture of lightly whipped cream. Use first to cleanse, again to nourish.

CUCUMBER EMULSION

A white, lotion-soft cream to be used over the last coat of Essential Cream. Whitens skin, speeds penetration. These two creams restore freshness, softness, in only 10 minutes!

EAU ANTIRIDES

A soothing freshener lotion, aged like fine wine, until all harshness and "sting" are gone. Use after the creams.

BEFORE the birthday question becomes serious, come to Marie Earle. She has perfected a Basic Treatment that makes complexions fib *radiantly* about the birthdays they have seen! You can actually see your dry, tired skin grow softer and gloriously refreshed.

And, wonder of wonders, this rejuvenating effect takes place in *only 10 minutes!* This brief application, once or twice a day, will keep the normal complexion in exquisite condition.

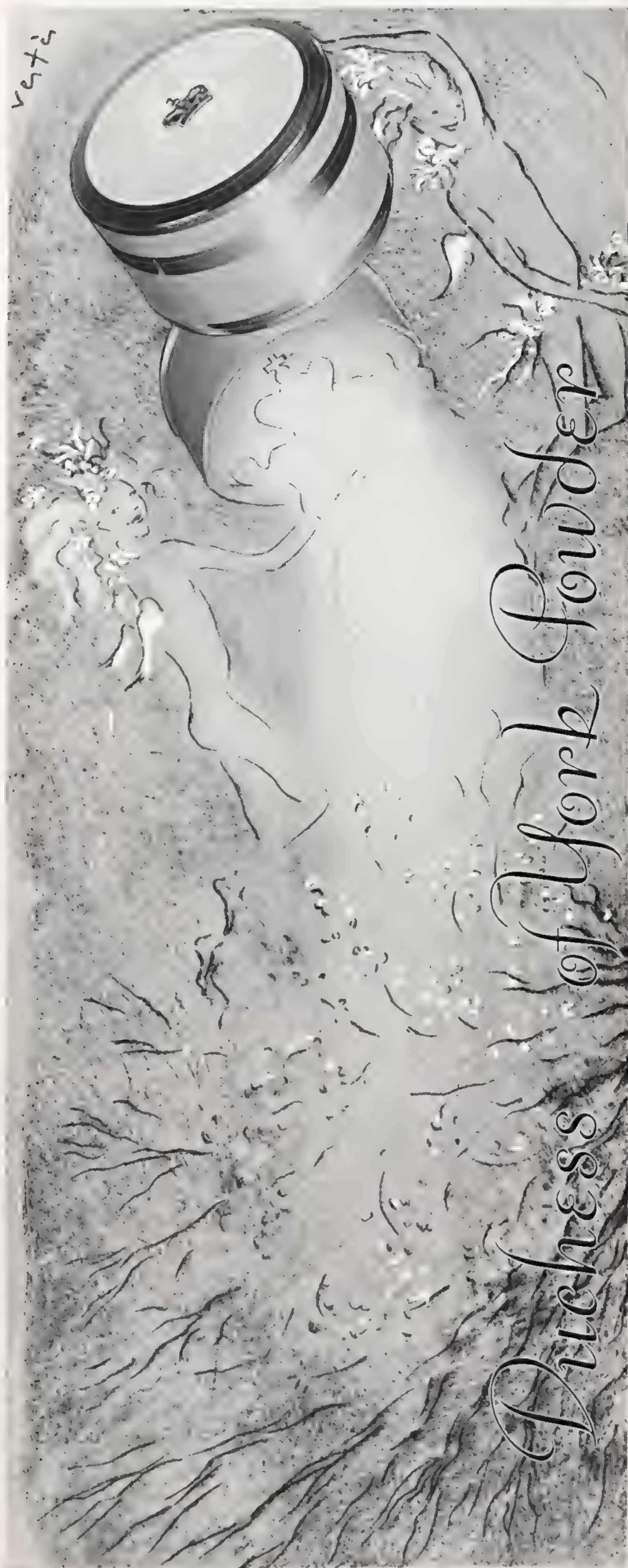
Marie Earle's whole Basic Treatment costs as little as \$3. Consult a trained Marie Earle representative in your favorite shop.

Enhance the youthful quality of your complexion by using Marie Earle make-up preparations. She features smart, vibrant, young shades.



Marie Earle.

Prince Matchabelli



SHOP-HOUND TIPS

• (Continued from page 78) All the profits from the sale of Mrs. Frederic Attwood's table-linens go to the unemployed women who do the work. And, when you have seen the linens, you'll be glad to make that an excuse for loosening your purse-strings. Irish linens are used, specially dyed to exquisite pastel shades that are not here to-day and gone to-morrow, for they are immutable even if boiled. Mrs. Attwood designs everything herself, finding inspiration on frosted window-panes, from old china, and out of thin air. Bridge sets, embroidered in white and edged with narrow, hand-loomed linen lace, are made in Adriatic-blue, a clear Chinese-yellow, and also in stone-grey with orange embroidery. These cost about \$12 a set. A large luncheon set, in a pale blue-green linen called "Sea Foam," is embroidered in a modern design in beige silk, and another in beige and geranium on natural linen (about \$32 a set).

Southerners have not been neglected; table-cloths in Chinese-green linen have white palm-trees upon them, and on dark blue linen cloths are embroidered white boats, the sails of which are the initials of the owner. A new stitch, called rope-stitch, looks like French dots gone haywire and has a nautical air. And if you're uncertain what colours are best suited to your dining-room, Mrs. Attwood will take a peek at it and help you make up your mind. You'll find her at 449 Park Avenue.

• A darkly panelled room is a mellow background for clothes, as Rita Joseph fully realizes, for on the floor above her modern showroom, at 40 West Fifty-Seventh Street, her collection can be seen in a room that has been left as it was when the house was privately owned. She specializes in clothes for all times of day and evening, at prices that won't knock you for a loop, and her sports clothes should be seen by those going to Aiken and other points South. You'll like the suit with a jacket of printed shantung called "Three Drunken Sailors"—appropriately wine-red, on a slate-blue ground; a jersey skirt and a scarf to match go with it. It costs about \$30. A racy-looking suit has a boldly checked jacket, Dubonnet and blue on a stone ground, and a blue skirt (about \$40). And there is a three-quarter length evening cape in a brocade that has a design of tiny coral flowers on a lime-green ground, fresh as the first spring flowers.

• For years, I have regarded people who make tapestries with awe; seen in them the living personification of ladies who once sat at turret windows, stitching dreamily, awaiting the return of

their warring lords. But Miss Lucie Newman, 683 Madison Avenue, has convinced me that even I could undertake, and probably complete, the working of a tapestry. For among her large collection of canvases are charming designs simple enough to encourage an eager beginner. What is more, these simple designs are authentic patterns, such as a Directoire star on a fawn ground, and copies from tapestries found on old Heppelwhite chairs. Miss Newman has adapted designs from tapestries in the Victoria and Albert Museum, as well as rare and exquisite designs discovered in an old Scottish castle. She is also continually receiving ideas worked out by experts from finds in European museums. Hesitant novices can kick off with a spectacle-case, and experts will find gloriously coloured panels into which they'll itch to sink a needle. Old pieces of tapestry can be copied, and, if you have ideas of your own, Miss Newman will put them on canvas for you.

• There's hardly a woman in the Western hemisphere who wouldn't have some use for the very tailored heavy satin lounging pyjamas from the Plymouth Shops; for those lazy moments between tea and dinner, when street clothes irk, and it's too early to dress; for dinner itself, if you're a tired business woman, dining off an egg on a tray; for those legendary ladies of leisure whose days are spent on divans. And those who have summoned up enough energy to pack up and go places will find them invaluable as travelling pyjamas, for they are made in the dark colours we all crave for journeys: raspberry piped with dusty pink, navy-blue piped in white (and white piped in navy-blue, come to think of it), with robes to match, and a monogrammed Ascot scarf as the final touch. These satin pyjamas and robes cost about \$17 each.

• "They're the nearest thing to a glove on the foot," said Mr. Edouard, of Edouard's Custom Shoes, 18 East Fifty-Third Street. He was speaking of unlined shoes, which he makes in any leather that is soft, pliant, and substantial enough not to require a lining, and his remark should have appeal for people whose feet resent ordinary shoes and cry for a little freedom. He is making the unlined shoe in all types, but recommends it particularly for golf and country wear, in buckskin, this being the strongest of all shoe leathers and one which will stand up against the vilest weather. These he makes in the ever-popular Oxford; also with three loops lacing over the instep. Both types have crêpe soles or cleft-studded leather ones. Golf shoes, custom-made, cost around \$45; country shoes around \$40.

ERRATUM

In our November 15 issue, Shop-Hound wrote that Mr. Clifford Stark, a designer of clothes in New York, had at one time studied in Paris under Mainbocher. Apparently we were mistaken, as this was not so. We apologize for the inaccuracy.

VOGUE'S SPOT-LIGHT

(Continued from page 51) going half-way to meet it. So it is with a play. You have to meet it half-way with at least a little knowledge, a little understanding of the difficult and fascinating crafts of acting and writing and scene-designing, and a good measure of respect for men and women who work intensively to amuse you. It is amazing, and revolting, to see an audience, whether it has enjoyed a play or not, grab for its coat and stampede up the aisle before the final curtain is down. If ever there were a concerted slap in the face, this is it. (The commuter's complaint is no longer valid now that most suburban trains run at midnight and later.)

Humility is an obsolete word and a disused emotion in the American mass lexicon. No one is better than the next fellow. Actors? They're paid to perform. Playwrights? They're paid to amuse. Designers? A play has got to have a set. What's there to respect? Names! And names only.

EXTERNALS

Another outward sign of inner disrespect, or indifference, is the audience attire. Except at a first night, an American audience is beyond words sordid to look at. Their corporate drabness undoubtedly affects the whole atmosphere. It destroys glamour, illusion, gaiety—everything a theatre should emanate. The English are wiser in this respect. You go to a play in London, and you see row after row of slim young shining men in white ties and slim young shining women in décolleté. The effect is irresistible. You feel that you are at an Event. You feel part of the theatre. You are lifted out of the factual procession of your daily hours. Call it artificial if you will, but the sloppy casualness of an American audience is no alternative to be proud of.

The English have just as many excuses not to dress. The men work, and get home late, and are tired. The women commute by train or arrive by subway. The difference is entirely one of attitude. The English audience feels it owes the convention—or tradition—of the theatre a certain token of respect. The American audience feels that it owes nothing, but is due everything.

This respect or humility is a general attitude, having little to do with the specific goodness or badness of the play in question. It does not mean that you should bow to a bad production or a bad script. It merely stems from the same spirit that causes you to lower your voice in an art gallery (no matter what the exhibition) and to avoid cracking the bindings of books, no matter what their content.

Our audience approaches a play as French justice approaches a suspect: guilty until proven innocent. Why not be consistent with American justice by reversing the approach?

All this may seem a harsh and exaggerated indictment, but at least it is born of considerable experience at

many theatres in many months; and of a deep desire to see the return of that indefinable atmosphere of magic that used to pervade our playhouses, good plays or bad.

AND NOW, THE STAGE

Of "Victoria Regina," three glimpses of which are on pages 50 and 51, these are our chief impressions: the production is vastly more "expensive" than the play warrants; Helen Hayes gives an impeccable performance, both as the young and as the old Queen; the play leaves you knowing no more about the fundamental character of Victoria than you did before seeing it. In fact, you find it hard to believe that Victoria was ever as coy, as spontaneous, and as cuddlesome as Mr. Housman makes her in her earlier scenes.

Visually, thanks to Rex Whistler, the production is a delight. Spiritually, it leaves much to be desired. In the matter of acting, our only sharp complaint is the extremely clumsy and unconvincing German accents of the two Teutonic princes, Albert and Ernest.

"Ethan Frome," as you doubtless have heard, is an acting triumph on the part of the three people whose tortured faces are visible on page 50. Out of Edith Wharton's greatest story, the Davises have made a deeply tragic play: a miracle of understatement and over-intensity. Our only criticism of the play as a whole is one against all plays whose characters are "licked" from the start: a still-born quality that makes for profound oppression. The pace towards hopelessness is inexorable, and yet not infused with that precise and noble quality of fate which achieves the catharsis of great tragedy. Ethan, Mattie, Zenie—all three are destroyed not by their own spirits, but by circumstance. There are bitterness and pathos enough in that; but no flight.

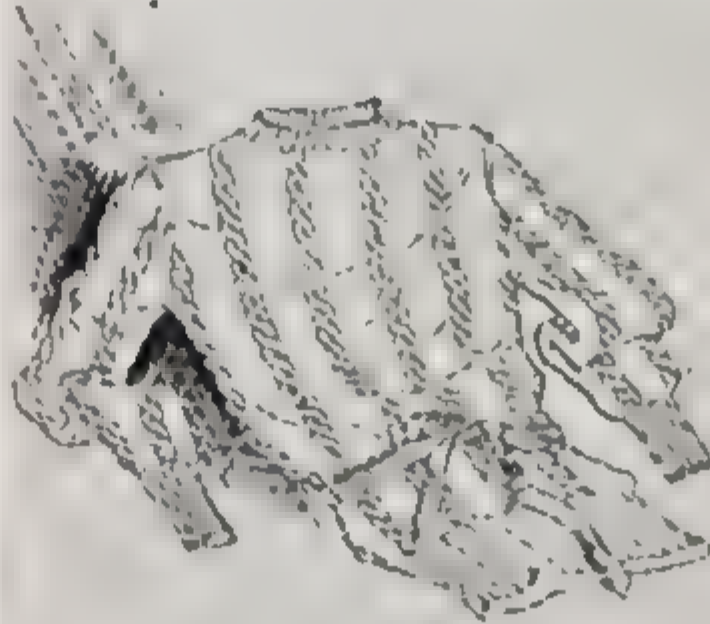
When Lynn Riggs sticks to his sly comedy, "Russet Mantle" is completely enjoyable. When he gets seriously eloquent about Youth (The-world-has-no-place-for-us, we-are-lost, we-are-fighting-in-the-dark sort of stuff, fraught with the self-pity of pampered adolescence), the play sags into poetic pathos and absurdity. Nevertheless, two acts of delight are guaranteed, thanks to the witty and literate Riggs dialogue, to the supremely funny performance of Margaret Douglass as a Southern nit-wit, and to the rebellious beauty of Martha Sleeper, whom you may have remembered in "The Scoundrel."

As yet unmentioned in these columns, but enjoyed: this year's Scandals of Mr. George White. The only beauty in the show was provided by heaven in the forms of the ladies. Otherwise, the eye is fed meagre fare. But it's a funny show, most of the time—lusty, fast, and not too refined. Recommended for an evening when your brain is not functioning. If you go there conscious, the two blond dolls who come out between every scene to pull a lever will drive you mad. And some of the skits will tax your patience.



THE "RAMBLER"

CHIFFON ANGORA BY *Downee*
MIXTURE



Going places? Then you must add the "Rambler" to your wardrobe, because this is one frock that's going everywhere. It has that hand-knit look right down to the finished purling at the hem

of the skirt. The top, in the beautiful new cable stitch, is crafted in the characteristic Wolfsie manner. Precisely the right weight for the first spring days, it comes in all the most wearable colors for town or country—

Mexican Turquoise	Bali Red	Gold
Tropic Blue	Coral Sky	White

Chiffon Angora mixture cannot wrinkle, shrink, stretch or sag. And . . . when you've been places . . . it washes. Sizes 14 to 20. Exclusive with Best and Company.

TWO-PIECE DRESS . \$12.95 • SEPARATE SWEATER .. \$7.95

BEST & COMPANY
FIFTH AVENUE AT 35TH STREET

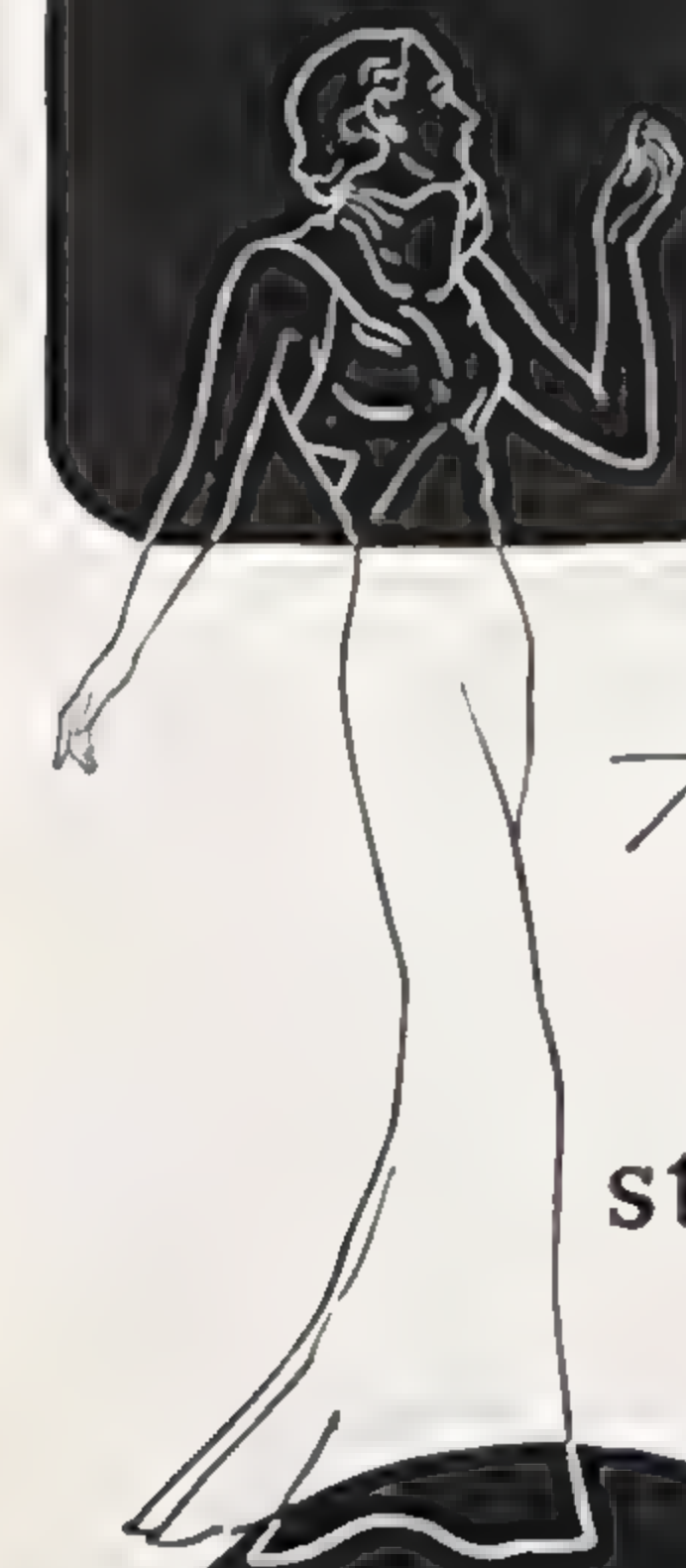
GARDEN CITY • EAST ORANGE • BROOKLINE • MAMARONECK • JENKINTOWN • ARDMORE



NO MORE MATRONS!



Alluringly slim
because extra lengthwise
stretch insures extra control



Foundettes
BY
MUNSING
Wear

YOU'LL THRILL to the delightful new figure "Foundettes" give you . . . slender . . . suave . . . young rounded thighs, softly curved bust, new narrow 1936 waist line. The two-way stretch Munsingwear "Foundettes" provide greater control, make you look more slender, because of the special Munsingwear process that knits extra strength of stretch and firmer control into these Rayon-and-Lastex girdles and full length foundations. "Foundettes" tub in a jiffy and are surprisingly inexpensive. Girdles from two dollars; full length foundations from \$3.50. MUNSINGWEAR, Minneapolis.



NO more matrons! Well, we've proved that on pages 76 and 77, as well as on this page, with clothes that are young in spirit, yet appropriate for the woman of fifty.

But why not consider some of the other clothes in this issue? Whip back to page 37. Here's proof that berets are perennially good. This one can be made fuller and tugged down in front, to cast a flattering shadow over the eyes. Now on to page 45, to a pair of coats that couldn't be better for the older woman. Loose, full backs that swing straight and gallantly. On one of the coats, a collar that juts into a cowl in back to conceal, if necessary, a rounded shoulder-line.

Next, the suit on page 57—soft, and yet as trim as you could wish for this man-tailored spring. With the suit, almost any of the blouses on pages 64 and 65, with the possible exception of the bow-tied linen blouse and the winged shirt. Finally, on page 71, a dinner-dress that has capitalized on the subtle flattery of soft folds of white bengaline lighting and framing the face.



- Top, left: A splash of bright print for the bodice of a black crêpe de Chine dress and jacket. Bonwit Teller; I. Magnin
- Next, a navy-blue mossy knit sports dress, scarlet trimmed. Mrs. Farley, Inc.; I. Magnin
- Above: Fuchsia flowers bloom on a black heavy sheer crêpe dinner-suit; Bergdorf Goodman

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from the Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on fashion and costume; on household decoration; on shops dealing in merchandise of interest to Vogue readers, and on other subjects that fall within the scope of this magazine, by conforming to the following regulations.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or the end of every letter.

(2) In order to answer all inquiries promptly, it is suggested that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter, any one of which may require a considerable amount of research to answer adequately.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish (without actual names) any inquiry and answer that it considers of interest to its readers.

(4) As there is no shopping service connected with Vogue, no shopping commissions of any sort can be undertaken. However, Vogue Information Service will gladly suggest shops where direct purchases can be made.

Mrs. J. T. M.: Will you please tell me just what arrangements I should make in regard to meals for my maid, whom I am taking with me on a trip? She is coloured and unaccustomed to travel, and we will be on the train for several meals.

Ans.: If you are not having a drawing-room, where your maid could eat in private, she should eat in the diner, after you have eaten and returned to your seat. In this way, you can explain to the dining-car steward that your maid will be in later, and ask him to take care of her. You can then give her money for the meal, explain the tipping system to her, and leave the rest to herself and the steward.

Mrs. R. W.: What is the proper costume for a lady's maid to wear, both at home and when travelling?

Ans.: In the morning, a lady's maid wears a white dress and apron; in the afternoon, a plain black dress, white collared and cuffed, with a plain or pleated white apron, or a black taffeta apron. She does not wear a cap. When travelling, on steamers or in hotels, she does not wear a uniform, but is dressed in simple, inconspicuous clothes of a tailored type.

Mrs. T. K.: When a widower entertains in his home, should he ask a relative, or a friend whom he knows well enough, to act as hostess? If so, where should the hostess and the woman guest of honour sit? If he does not have a hostess, where should the guest of honour sit? And should the host be served first, as the hostess would be?

Ans.: It is perfectly correct for a widower to ask a woman relative or a friend to act as hostess when he entertains at dinner. In this case, she would sit opposite him, and the guest of honour would sit at his right. If there is

no acting hostess, the guest of honour would still sit at his right, and he could ask one of the other guests to sit opposite him. In serving, if there is no hostess, it would seem more courteous to serve the guest of honour first and continue the service straight around the table.

Mrs. M. R. L.: Will you please outline for me the duties of a governess and tell me just what is expected of her?

Ans.: In some families, a governess is a tutor for the little children; in others, where the children go to school, she is expected to take charge of their health, their manners, and their recreations. Her actual duties vary in every household and must be worked out with her mistress. The number of children, their ages, and the size and scale of the house would necessarily influence her schedule. In any case, she has her meals with the children, either in the nursery or with the family in the dining-room—never in the kitchen or with the servants. She is introduced to guests, although, as a rule, she does not join in the general conversation. She does not wear a uniform, either indoors or out, but dresses quietly in the current fashion.

Miss M. T.: My brother, who has a bachelor apartment in New York, is planning to give a Sunday afternoon tea and has asked me to help him. May the invitations for this affair be sent out on his card?

Ans.: It is never correct for a man to use his visiting-card for informal invitations, as a woman does. He may either telephone his invitations or write short notes.

Mrs. J. L. M.: What size should dinner-napkins be, and how should they be folded? Also, what is the smartest size for luncheon napkins?

Ans.: Twenty-two to twenty-four inches square are the best sizes for dinner-napkins to-day, and fourteen or eighteen inches for luncheon napkins. However, the rules for table-linen are much less rigid than formerly—and your choice, in size, type, and colour, much less restricted. Napkins are folded in various simple ways: in a plain square; in three folds, with the sides turned under, making a flat roll; and in diamond shape, with the side points turned under. In general, the less folded or twisted the napkin, the better.

Mrs. R. B. C.: Will you please tell me whether it is correct to tip the servants in a friend's house, after spending a week-end there? If so, how much should one give?

Ans.: It is customary to tip the servants when one has spent a night or longer in another person's house. The size of the tip depends on the size of the house, the amount of service given, the length of the visit, and one's own pocketbook. Two dollars each to the butler or waitress and chambermaid is an average amount for a week-end, and the same amount might be given to the chauffeur if his services have been used. One dollar, each, however, would be sufficient in many cases. It is not necessary to tip the cook, although it is a kind gesture.



SHEER FACTS

• **HEAD-LINES:** Lively, vibrant colours. More exotic than you've ever pulled on your legs before. Orange and apricot, for example—see what they do now for a black costume, and for white and pastels later on. Copper tones with navy-blue, dark green, rust, and copper-pink outfits. Yellow-copper with brown and yellow dresses—especially when you wear the new chamois and brown shoes or your brown-and-white classics. (This shade is good, too, with yellow, certain greys, light greens.) Deep red-brown stockings with terra-cotta shoes. (Remember that shoe browns are much redder and require the copper tones in stockings.) A new grey—smart only in the sheerest stockings, and to be used with discretion. Try this shade with a wine suit and wine shoes, provided the other accessories you're wearing tie in. Or with a navy-blue suit when the blouse is on a pinkish cast that may clash with other stocking shades. If you must, have a general, less vibrant daytime stocking colour. But don't think you can overlook these colourful newcomers to wear with certain costumes this spring.

• **NEW OVERTONES FOR PERENNIALS:** Beiges are more vigorous. They have a golden glow about them that is new and extremely flattering. The new sun-tans have reached a high peak of perfection this season. They and the actual skin tones are practically one and the same, thanks to the skill of the dyers. Every shade in the sun-baked spectrum has gone into the sun-tan stocking range, from café-au-lait to brown-as-a-berry.

• **STEP OUT AT NIGHT** in shades of ochre—definitely apricot or peach, especially if the night looms large and important. For lesser lights, the golden beiges—lighter than heretofore—, or a shade that's a perfect match with your own bare flesh.

• **FOR COUNTRY AND SPORTS:** Heavy ribbed silk or lisle in forceful colours such as Dubonnet, green, or blue—provided they're teamed with the right

outfit. As a guide, try Dubonnet with grey or dark blue suits; green with green of the same genre, or with brown or white; blue with white, navy-blue, or rust. Or a warm shade of beige stocking with practically any colour sports costume.

• **TECHNICAL TRIUMPH OF THE YEAR:** The crêpe twist stocking—made in a new way you needn't worry your head about, but which turns out stockings that are sheerer and duller and, at the same time, amazingly resistant to snags and runs. The special twist given the threads accomplishes these feats. You'll find these stockings all over the country in the leading shops, by now.

• **THINGS TO BE THANKFUL FOR:** Evening sandal stockings with cleverly worked in toe and heel reinforcements that are almost invisible. These banish the horror of suddenly finding your toes peeping out like ragamuffins at a crucial moment. Of course, for the spoiled, extravagant darlings of the world, there will always be completely unreinforced wisps of silk—even if wearing them does necessitate carrying a pair or two in reserve.

Blessing Number Two: a low square stocking heel for afternoon shoes that are negligible in actual coverage. This builds up the stocking where strength is needed most, yet doesn't betray itself above the top of the shoe. Ask for "French" heels, and you'll get what we mean. Under the same heading come the new stockings for open-toed, open-heeled afternoon shoes. They haven't a smitch of reinforcement. Yet they are amazingly long-lived because of a trick new weave that gives them the same weight as a service sheer stocking, but the luxurious appearance of a chiffon stocking.

Blessing Number Three: the wider distribution of clocked stockings. Frenchwomen are addicted to them for their slimming effect and sheer elegance. In the past, these stockings have been illusive and exclusive. Now a comforting number of shops throughout the country has them in stock.

IVORY TIPS
Protect the Lips

Marlboro

MILD AS MAY

CREATED BY PHILIP MORRIS

NO MATTER THE CIRCUMSTANCE -- DONT EVER BE CAUGHT
WITHOUT A SUPPLY OF DOLE HAWAIIAN PINEAPPLE JUICE --



Lined up above, like a high-stepping chorus of the Gay 'Nineties, are the stockings of three centuries. Some of their ancient gaiety and colour is going into the stockings of the present day

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 29)

LONGCHAMPS

Up and down town.
Stop in after the office.

PARK LANE

299 Park Avenue
Round the world at the bar.

ROGER SMITH LOUNGE BAR

40 East Forty-First Street
Double cocktails, business men, and shoppers.

ST. REGIS

Fifth Avenue and Fifty-Fifth Street
Both liquor and oysters.

STORK CLUB

3 East Fifty-Third Street
At least forty feet of bar.

"21"

21 West Fifty-Second Street
Head-liners.

WEYLIN HOTEL

40 East Fifty-Fourth Street
College men and débutantes.

Grand dinners

CAVIAR

128 West Fifty-Second Street
Caviar and crêpes suzette.

COLONY RESTAURANT

667 Madison Avenue
The rotogravures in person.

EL MOROCCO

154 East Fifty-Fourth Street
Dine late under the white Cellophane palms.

HOUSE OF MORGAN

49 East Fifty-Fourth Street
Henri Charpentier himself as chef.

JEAN

11 East Sixtieth Street
Jean himself and no menus.

LA BELLE MEUNIÈRE

12 East Fifty-Second Street
Unsurpassed service.

LARUE RESTAURANT

480 Park Avenue
De luxe dinner.

MARGUÉRY RESTAURANT

270 Park Avenue
All the delicacies.

PRUNIER'S

121 East Fifty-Second Street
Heavenly sea-food.

ROBERT

33 West Fifty-Fifth Street
Food to linger over.

THEODORE'S

4 East Fifty-Sixth Street
Gathering-place for gourmets.

"21"

21 West Fifty-Second Street
Blissfully the same.

VOISIN

375 Park Avenue
Celebrated food and people.

Little dinners

ALEXANDRA RESTAURANT

8 East Forty-Ninth Street
Champagne cocktail on the house.

ALICE McCOLLISTER

43 West Eighth Street
Good Village table d'hôte.

ANNA HELD'S

First Avenue and Fifty-Second Street
Good music with your dinner.

ARMANDO'S

54 East Fifty-Fifth Street
Ex-speakeasy informality.

CAFÉ TROUVILLE

112 East Fifty-Second Street
Tony's gone modern.

CHARLES À LA POMME SOUFFLÉ

157 East Fifty-Fifth Street
Eating made an art.

CONTINENTAL CAFÉ

10 East Fifty-Second Street
Lieder and violin music.

DIVAN PARISIAN

17 East Forty-Fifth Street
Prelude to the theatre.

GIOVANNI'S

145 East Fifty-Fifth Street
Peace and perfect food.

HAPSBURG HOUSE

313 East Fifty-Fifth Street
Look for the Hungarian specialties.

HENRI

40 West Forty-Sixth Street
"Paris in New York."

JANET OF FRANCE

237 West Fifty-Second Street
Janet herself and onion soup.

JUMBLE SHOP

28 West Eighth Street
A Village standby.

LA CHAUMIÈRE

163 East Fifty-Sixth Street
Leisurely meals for gourmets.

LEBUS RESTAURANT

34 East Fifty-Second Street
Eat the black bean soup.

LA CRÉMAILLÈRE

30 West Fifty-Ninth Street
The food is as good as the view.

L'ESCARGOT D'OR

254 West Fifty-Fourth Street
Frog's legs, snails, and everything.

(Continued on page 105)



"Looks like a pretty penny, Alphonse"
"Mais non, my dear Gaston. I knit it myself of imported

Laines du Pingouin

for the trifling sum of \$8*

These exquisite French yarns have crossed the Atlantic to appear on the smartest native-born needles. The coin-dotted affair to the right, of butter-soft Mondain-5, is accented with Tchac—a silly, sublime straw mixture. And you can whip up the swagger coat of linen Thermo-lin for \$13. Ask your favorite shop — or write us.

LAINES DU PINGOUIN
389 Fifth Ave., New York

at better stores everywhere

Hat by
Lilly Dache



PUT SUNSHINE IN YOUR HAIR



Golden Glint

The eternal appeal of beautiful, healthy hair, sparkling with youthfulness, can be yours too with a Golden Glint. A safe and easy way to correct dull, drab hair!

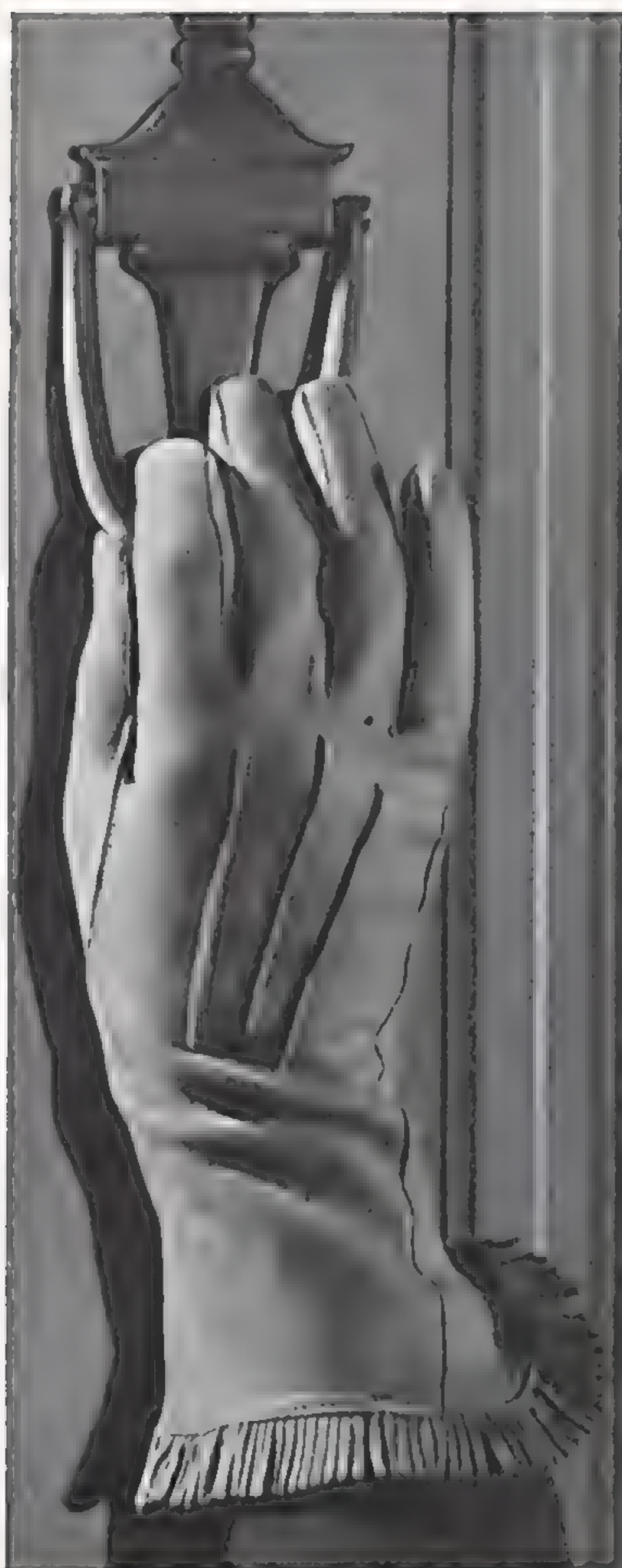
Send for free sample — Golden Glint Co., Inc.
Seattle, U. S. A. — Offer expires May 1, 1936

Two popular packages 25¢ each

RINSE . . . SHAMPOO

Two "tiny-tint" rinses One shampoo and one "tiny-tint" rinse

BRIGHTENS EVERY SHADE OF HAIR



For Spring

LONDON contributes gloves that are sheer inspiration . . . with that deft tailoring and old-world verve that British leather craftsmen interpret with such smartness.



FASHIONED of the justly famous Wear-Clean Doeskin whose name is no misnomer . . . it really wears clean. Available at fine shops throughout the country.



C.W. DAVENPORT

Importer • LONDON
VIENNA
PHILADELPHIA

366 Fifth Avenue • NEW YORK

FACE FORWARD

- (Continued from page 36) Swing over your country suit one of the new camel's-hair capes. You'll become as attached to it as to your old camel's-hair polo coat.
- Don't stop at one waistcoat: have bright felt or flannel ones for cool days, linen or bird's-eye piqué for warm days.
- Beat your finances with this trick. Attach your best diamond clips to the top of a simple gold band bracelet—fooling the world into thinking you have a magnificent new bangle. Cartier and Charlton make band bracelets cleverly grooved to accommodate the clips.
- Squander a neat sum on an exquisite hand-made blouse of sheerest organza.
- Add these to your make-up paraphernalia: a night-light mirror for evening face-fixing; a magnifying mirror for mouth and eye work; and a powder brush to handle what a puff won't.
- See what a new lift it gives you to look out from under one of those new grandmother hats with shaggy flowers or feathers spang on your forehead.
- Practise these tactics to make your lipstick adhere. Rub a toothpick with lipstick and rouge the inside of your mouth. Powder over your lips, then dampen them with cotton wrung out in water. That mouth will stay by you.

SARATOGA WATER-CURE

(Continued from page 91) water. This hall is open only during "the season." (Saratoga runs all year round, but the "season" extends from Memorial Day through September.) But whether you drink your waters in the Hall or any place else, no one goes around checking up on you, any more than they spy on you to see if you are following your diet. In fact, there is no grim supervision at all about the "restorations," which is what the Spa people like to call their rest-cures. You do pretty much as you please, and, even if you come in the pink of health and full of vigour, you have more than enough to occupy your time.

In warm weather, the outdoor swimming pool is one you could spend a summer's day in—blue as the sky it reflects, purified as a baby's formula, equipped with everything for swimming and diving, and bordered with a terrace with little tables under umbrellas. You get a through-the-door glimpse of this on page 55, and one of our favourite bits of data about this pool is that it is vacuum cleaned every day. The vast gymnasium can practically be taken outdoors by rolling up the side walls, and, of course, there are instructors for everything. In the winter, there are ice-skating and ski-runs. There are sixteen tennis-courts (everything goes on the grand scale), and a golf course arranged by some combination of magic and modern mechanics so that even people with heart ailments can use it! And there are walks, beautiful walks, laid out so that you can measure your progress as a serious walker or can wander enchanted and happy through little forests and over brooks till you come upon one of the springs bubbling up excitingly far into the air.

BERTINA FOLTZ

for SMART, AUTHENTIC
Spring Dresses
moderately priced . . .

WEAR *Fashion Frocks*



Wise women who know style and value are selecting their new spring clothes direct from the great Fashion Frock dress factory through the local representative in their town.

Fashion Frocks are never sold in stores but only this one way—DIRECT to you. And because of this method you get the smartest dresses at substantial savings.

You can see the most stunning spring dresses and select the ones most suited to you, right in the comfort of your home. You are assured correctness in every detail of style, fabric and color because we have stylists in all the world's fashion centers who create in Fashion Frocks the authentic style trends for each season. Your satisfaction is guaranteed. Let your local Fashion Frock representative show you these lovely new spring dresses. Drop us a card and we'll have her call.

If there is no Fashion Frock representative near you we can arrange to appoint you if you are interested in dresses and would like to make a good income. Write us for details of this opportunity.

FASHION FROCKS, INC.
Dept. VO-26 Cincinnati, Ohio



Form your figure to Spring fashion's youthful lines—flexibly, easily, yet firmly with Francette Foundations. All-in-ones from \$10, Girdles from \$5, Brassieres from \$1. At good shops.

Francette
FOUNDATIONS
105 MADISON AVE., NEW YORK

CANADIAN ADDRESS:
41 PETER STREET, TORONTO, ONTARIO

STOP NEEDLES

MORE THAN 50 NEW DESIGNS

There's the beach skirt, for instance, that buttons down the front, and the bathing suit . . . easy as anything to knit. There's the coquettish little bed jacket, the beautiful soft afghan, the gay sport socks . . . and quantities of sweaters, scarfs, jackets—all so handy to fill in wardrobe gaps.

If you yearn for a complete costume, you can choose from 16 different dresses, suits, and two-piece combinations—designed with that air of casual chic which marks knitted aristocracy.

For children, there are 8 pages of knitted wear. Star of this group is the decorative pair of pants for the most diminutive male. And there are sweaters—very made-to-order—that will bring a thrill to the vain souls of your grown-up men-folk.

Here's news for knitters: Vogue's Book of Knitting and Crochet—3rd in the famous series—is just off the press. It's thick with photographs—8 of them in color—of grand new things to knit.

Wait till you see the pictures! You'll want to pick the clothes right off the page—and that's exactly what you can do, with the aid of your needles and Vogue's instructions. Knitting will have no pitfalls with this book as your guide. Every garment has been pre-knit and Vogue's models posed in them to show you exactly how they should look. Difficulties have been smoothed out ahead of time with gauges for measuring your work—close-up photographs of the more difficult stitches—and 3 pages of extra information about needles, yarn, blocking, and such.

Even if you've never knit before, your hand will itch for the needle when you see Vogue's 3rd Book of Knitting and Crochet. And, if your hand is more experienced, it will get fresh inspiration from the new designs—new colors—new stitches. Remember that it's fun to knit . . . and it's even more fun to wear.

VOGUE'S 3RD BOOK OF KNITTING AND CROCHET

At yarn goods counters of all leading stores
Direct from VOGUE, Greenwich, Connecticut

35^c

Name _____

Address _____

City _____ State _____

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PICTURE YOURSELF...

enjoying this grand fortnight on the famous
"Big 3" between New York and California

**The largest and most popular ships—
Westbound and Eastbound—on the sunshine
route via Havana and the Panama Canal.**

Mrs. E. M. Chesnut chooses
the Panama Pacific Line a
second time. Here we see her
aboard the "California".



You will notice at once the amazing
steadiness and absence of vibration
that has won for these huge liners such
a reputation among travelled people.



Miss Betty Jones and Miss Alyce Nil-
son limber up at deck tennis. Just name
your sport, you'll find it here. Tourna-
ments, too, on every trip.



If you like to swim and splash, or if
you just want a grand coat of tan,
you'll find them at one of the built-in
deck pools. Two, on each ship.



Air conditioned dining rooms add to
your enjoyment of the famous cuisine.
Chefs on the "Big 3" love their work,
as a buffet like this testifies.



Mr. A. R. Barthold and Brenda meet up
with the cameraman, who records who's
who and what's what. Like every-
thing else, passengers are "first class."



Mrs. John C. Miller stops on El Prado,
Havana, to buy a lottery ticket "guar-
anteed to win." Plenty of time al-
lowed ashore there and in Panama.



You'll want to do a little flag waving
at the Panama Canal. Seeing is be-
lieving that it's one of the most re-
markable achievements in the world.



"Women don't know how to hold a
lighted match," observes Mr. Theo-
dore Noun. "Oh, don't they?" ... and
Miss Marie Greene proves that they do!

THE more you have travelled, the more you will enjoy
the really distinctive features of Panama Pacific Liners
... spaciousness ... steadiness ... and the sincere interest of
Captain and crew. The spotless staterooms, all *outside*, were
designed for rest. They have real beds, not berths. Also
suites with private bath, sitting room and deck verandah.

There is a list of "made to measure" voyages on the next
page. Your travel agent will gladly give you all details.



Panama Pacific Line

International Mercantile Marine Co., 1 Broadway and 601 Fifth Ave., New York.
Offices in principal cities.

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 101)

LOUIS AND ARMAND

46 East Fifty-Third Street
People come back and back.

MASCOTTE

19 East Sixtieth Street
Suave and sophisticated.

MICHEL'S

38 East Fifty-Third Street
Delicious from hors d'œuvres on.

MON PARIS

142 East Fifty-Third Street
Gay and good music.

ONYX

72 West Fifty-Second Street
The music goes 'round and around.

TONY'S

59 West Fifty-Second Street
The people are as much fun as the food.

PERROQUET CLUB

134 East Sixty-First Street
Negro orchestra and nice food.

TUSCANY HOTEL

120 East Thirty-Ninth Street
Modest and appetizing.

Dinners and atmosphere

BREVOORT HOTEL

Fifth Avenue at Eighth Street
The favourite of several generations.

RIVERSIDE CLAREMONT RESTAURANT

Riverside Drive and One Hundred
and Twenty-Fourth Street
Memories and a view.

FRENCH CASINO

Seventh Avenue at Fiftieth Street
Mêlée of dancing, entertainment, and dinner.

GOTHAM HOTEL

Fifth Avenue at Fifty-Fifth Street
Old-time New York elegance.

GROTTA AZZURRA INN

387 Broome Street
Lobsters in particular.

HOLLYWOOD RESTAURANT

Broadway and Forty-Eighth Street
Dizzy, but entertaining.

JIM HEALY'S

62 West Fifty-Second Street
West Side celebrities.

JIMMIE KELLY'S

181 Sullivan Street
Fun in the Village.

LAFAYETTE HOTEL

University Place and Ninth Street
Marvellous food in old New York atmosphere.

LEON AND EDDIE'S

33 West Fifty-Second Street
Good rowdy entertainment.

LITTLE VENICE

126 West Thirteenth Street
Good food with an Italian flavour.

MAISONETTE RUSSE

Hotel St. Regis
Smart Russia on Fifth Avenue.

MORI'S

144 Bleecker Street
Italian food and entertainment.

Dinner and dancing

CENTRAL PARK CASINO

Central Park
Max Dolin's orchestra.

CLUB NEW YORKER

38 East Fifty-First Street
Jack Meyer's orchestra and a floor show.

LARUE RESTAURANT

480 Park Avenue
Singing, as well as dancing.

LE COQ ROUGE

65 East Fifty-Sixth Street
Joe Moss' orchestra and Le Coq Rouge singers.

L'ESCARGOT D'OR

254 West Fifty-Fourth Street
A floor show and an orchestra.

NORMANDIE

112 West Fifty-Ninth Street
Food and music good.

PIERRE

Fifth Avenue at Sixty-First Street
Pancho's orchestra.

RAINBOW ROOM

30 Rockefeller Center
Ray Noble's and Nano Rodrigo's.

SAINT MORITZ

Central Park South
Dancing after seven; Chauve Souris at eight.

ST. REGIS (King Cole Room)

Fifth Avenue at Fifty-Fifth Street
Emil Coleman's orchestra.

SAVOY-PLAZA

Fifth Avenue at Fifty-Ninth Street
Dick Gasparre's orchestra; Spanish dancing by Medrano and Donna.

WALDORF-ASTORIA (Sert Room)

Park Avenue and Fiftieth Street
Henry King and Michael Zarin.

WALDORF-ASTORIA (Empire Room)

Park Avenue and Fiftieth Street
Xaviar Cugat's orchestra; dancing by Manya and Drigo.

(Continued on page 106)



WINTER VACATION TRIPS
via the "Big 3" sunshine route

between
New York and California
(or *California and New York*)
or...visits to colorful Havana
Panama and the Caribbean

★ **Coast-to-coast... From New York, first class from \$200. Tourist Cabin from \$125. From San Francisco (until March 2nd) First Class from \$185. Tourist Cabin from \$125. 25% reduction on round trip, return passage good for two years. Fortnightly sailings all through the year.**

★ **Circle tours, one way by sea, one way rail or air. Special home-town to home-town combination rates. The most complete "see America" tour, built especially for you, to include all the things you want to see. Stop-over privileges on both steamer and rail tickets.**

★ **From New York—9 day Havana all-expense cruise tour from \$130. A marvelous vacation trip for "busy" people. This sunshine holiday to the "Paris of the Caribbean" makes an exciting break in the winter routine. Rate includes everything aboard ship, also room and bath, meals and sightseeing, for three days in Havana.**

★ **16-17 day Caribbean all-expense cruise tours...** Panama . . . South America, \$255 up. Wide choice of itineraries. Sailings all year round. Special folder upon request.

★ **From San Francisco (or Los Angeles)—3 week Panama vacation. Round trip at low rates. Sightseeing for 4½ days at Canal. Inclusive rates for all expenses ashore and afloat. Also Havana round trip and connections for Florida and Mexico.**



See your travel agent for further details. He will be glad to help you plan a trip that will include just what you want to see, and to suit your time and pocketbook.

The "Big Three"

**S.S. CALIFORNIA S.S. VIRGINIA
S.S. PENNSYLVANIA**
(33,000 tons each)

Panama Pacific Line

International Mercantile Marine Company, 1 Broadway and
601 Fifth Ave., New York. Offices in principal cities.



"Reducing, my dear! On a diet again?"
 "No, darling—it isn't my diet—it's
 my Smoothie Stayslim."



SMOOTH and SLENDER

...thanks to TALPA CLOTH

EXERCISE? Diet? No, her trim figure is the happy result of wearing a Smoothie Stayslim....Smooth and slender she is—for Talpa Cloth has helped her to slenderize to the silhouette of fashion. This remarkable new "miracle fabric" has tiny, invisible pores which permit her skin to "breathe." Talpa Cloth controls her figure with amazing flexibility, gentle restraint, delightful comfort. . . . Be sure it's a Smoothie Stayslim of Talpa Cloth.*

Stayslims and other Smoothie styles
 are sold at the better shops

*Trade Mark



VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 105)

Foreign food

BALKAN RESTAURANT

129 East Twenty-Seventh Street
 Armenian specialties.

BARBETTA'S

321 West Forty-Sixth Street
 Italian and a bargain.

BERTOLOTTI'S

85 West Third Street
 Italian spaghetti and all.

BONAT

330 West Thirty-First Street
 Superlative French thrift.

CAUCASIAN EAGLE

112 East Fifty-Fifth Street
 Rendezvous for Russians.

EL CHICO

80 Grove Street
 Spanish dishes and dancing.

EL GAUCHO

245 Sullivan Street
 Spanish-American from soup to songs.

GOLDEN HORN

39 West Fifty-First Street
 Shish Kebab and Turkish coffee.

GRIPSHOLM

324 East Fifty-Seventh Street
 Swedish, with smörgåsbord.

KUNGSHOLM

142 East Fifty-Fifth Street
 Unlimited smörgåsbord.

THE MIYAKO

340 West Fifty-Eighth Street
 Honourable Japanese food.

STOCKHOLM

27 West Fifty-First Street
 Music with smörgåsbord.

TING-YAT-SAK

21 Mott Street
 Chinese, with or without chop-sticks.

TOREADOR

7 West One Hundred and Tenth Street
 Where you see the real rhumba.

Men's meals

BILLY THE OYSTERMAN

7 East Twentieth Street
 Sixty years of success.

DINTY MOORE'S

216 West Forty-Sixth Street
 Four-inch steaks.

FAN AND BILL'S

137 East Forty-Sixth Street
 Chop-house heartiness.

FARRISH'S CHOP HOUSE

42 John Street
 Good food down-town.

JACK DEMPSEY'S

Eighth Avenue at Fiftieth Street
 A champion host.

KEEN'S ENGLISH CHOP HOUSES

2019 Broadway and 72 West Thirty-Sixth Street
 The good old favourite.

LUCHOW'S

110 East Fourteenth Street
 Up-town comes down on Sunday night.

MANNY WOLF'S

201 East Forty-Ninth Street
 Gemütlich and crowded.

SIMPSON'S, LTD.

217 West Fifty-Seventh Street
 Masculine and immense.

SWEET'S RESTAURANT

2 Fulton Street
 Fish cooked to perfection.

Snack dinners

CRILLON BAR

116 East Forty-Eighth Street
 London Theatre Buffet (7 to 9).

ETHEL LEVEY'S BAR

68 East Fifty-Sixth Street
 The hostess' own humour served with your supper.

SAVOY-PLAZA

Fifth Avenue at Fifty-Ninth Street
 Basil Fomeen's orchestra while you eat.

SUSAN PALMER RESTAURANT

4 West Forty-Ninth Street
 Try the oyster bar down-stairs.

Sunday nights

BARBIZON PLAZA

Sixth Avenue at Fifty-Eighth Street
 Gay revue after dinner.

MADISON HOTEL

15 East Fifty-Eighth Street
 International Sunday nights.

PIERRE'S

Fifth Avenue at Sixty-First Street
 Harry Evans, Pancho's orchestra, and impromptu entertainment.

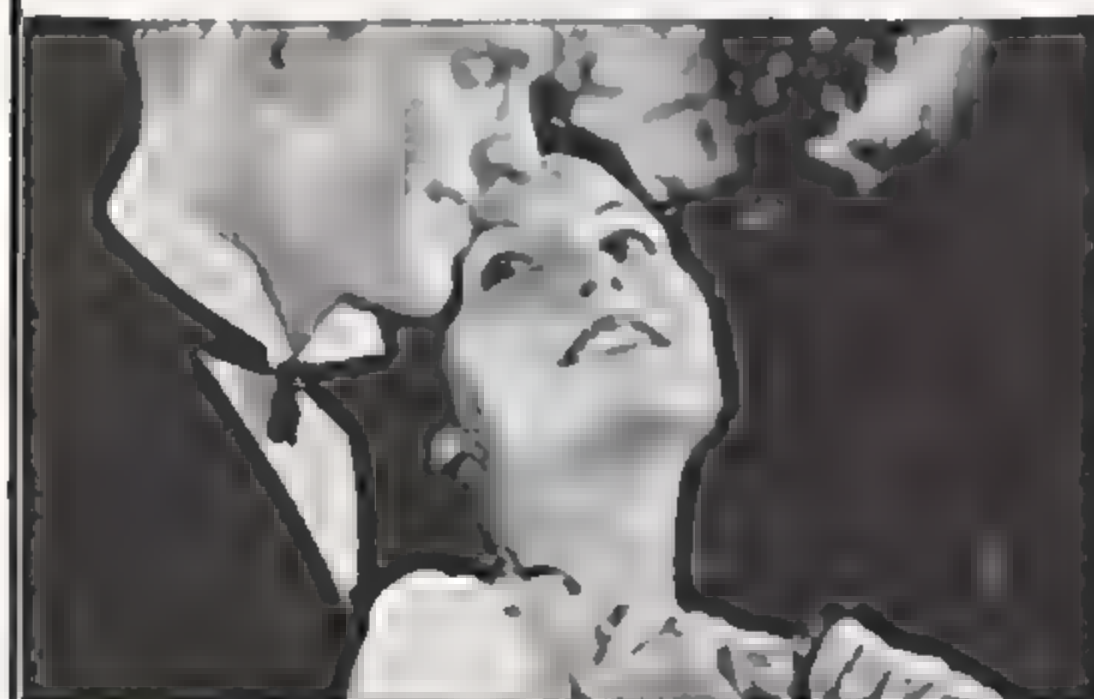
TOWN CASINO CLUB

9 West Fifty-Second Street
 Blenda Ranson and others.

"FLANEUSE"

A housewife

from 8 till 8



and then your husband's best girl

You spend much to protect your face from the rigors of the day—don't spoil it all by neglecting your hands. Keep your finger-tips constantly beautiful with

+ La Cross
 CREME NAIL POLISH
it stays on longer

Mrs. H. G., of Buffalo, N. Y., writes:
 "La Cross holds up under strenuous housework—remains clean and smooth longer than any nail polish I have ever used."

50c A BOTTLE

TRIAL OFFER Natural, Rose, Coral, Sun Tan, Cardinal, Garnet, Rust, Colorless. For trial size, send this advertisement and a 3c stamp to La Cross, Newark, N. J.

AT DRUG & DEPARTMENT STORES

SCHOOL AID FOR PARENTS

• "I had no knowledge of southern preparatory schools and your help was of inestimable value. The school you recommended has more than lived up to its promise. My boy is most enthusiastic about his work and the life at the school," writes one of our readers from New Orleans, Louisiana.

• Our knowledge of schools isn't limited to the South—or to boys' prep schools. We know the whole field of private schools and can probably recommend several which will meet your particular requirements. Won't you write to us—or telephone—or make us a personal visit? We will be delighted to give you advice—confidential, of course—or any information you may desire.

VOGUE'S
 SCHOOL BUREAU
 1928 Graybar Bldg.
 New York City

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

421	\$2.00
422	2.00
423	2.00
S-3869	1.00
S-3870	1.00
S-3871	1.00
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726940
727030
727550
727660



Here you can purchase Vogue's "Finds of the Fortnight"

(Pages 68 and 69)

ALABAMA Birmingham—Burger-Phillips Co.	OREGON Eugene—H. Gordon & Co. Portland—Meier & Frank Co.
CALIFORNIA Fresno—Bruckner's San Francisco—City of Paris Stockton—Levinson's Dress Shoppe	PENNSYLVANIA Allentown—Hess Bros. Harrisburg—Worth's Hazleton—Wears, Inc. Philadelphia—The Blum Store; B. F. Dewees Pittsburgh—The Rosenbaum Co. Pottsville—Caster's Scranton—The Heinz Store Wilkes-Barre—The Isaac Long Store York—Worth's
CONNECTICUT Greenwich—Franklin Simon & Co.	TENNESSEE Chattanooga—Miller Bros. Co. Memphis—B. Lowenstein & Bros. Nashville—Town and Country Shop
DISTRICT OF COLUMBIA Washington—Julius Garfinckel & Co.	TEXAS Abilene—Ernest Grissom, Inc. Dallas—Neiman-Marcus Co. Galveston—Donna May Shop Houston—The Patio Shop San Antonio—Frost Brothers Wichita Falls—W. B. McClurkan & Co.
FLORIDA Jacksonville—Cohen Brothers	VIRGINIA Lynchburg—J. R. Millner Company Roanoke—Samuel Spigel, Inc.
GEORGIA Atlanta—Davison-Paxon Co.	WEST VIRGINIA Charleston—Betty's, Inc. Huntington—The Style Shop
HAWAII Honolulu—The Liberty House	WISCONSIN Madison—Woldenberg's, Inc. Milwaukee—Fritzel's Inc.
ILLINOIS Chicago—Carson Pirie Scott & Co. Rockford—Guest House Shops Rock Island—Fashion House, Inc. Springfield—Herndons	CANADA Belleville—Nellie Smith Brandon—Doig's Store, Ltd. Brantford—Nyman's, Ltd. Brockville—Miladi Store Cornwall—Segals Ladies' Wear Edmonton—The T. Eaton Co., Ltd. Fort William—Chapples, Ltd. Galt—A. H. Appleton & Co. Kingston—John Laidlaw & Son, Ltd. Lethbridge—L. Cameron & Co. London—Wolf Bros., Ltd. Montreal—Henry Morgan & Co., Ltd. Niagara Falls—Louise Smart Shop Ottawa—A. J. Freiman, Ltd. Owen Sound—Royal Ladies' Wear Peterboro—Barries, Ltd. Quebec—Holt, Renfrew & Co., Ltd. Sarnia—Wolf Bros., Ltd. Sherbrooke—Gabrita, Ltd. St. Catharines—Peggy's, Ltd. St. John—F. W. Daniel & Co., Ltd. St. Thomas—Anderson's, Ltd. Toronto—Robert Simpson Co., Ltd. Vancouver—David Spencer, Ltd. Woodstock—John White Co., Ltd.
INDIANA Indianapolis—The Wm. H. Block Co. Marion—Nina Ray Swift	
IOWA Des Moines—Yunker Brothers, Inc. Mason City—Damon's, Inc.	
KANSAS Topeka—The Crosby Bros. Co. Wichita—Walker Bros. Dry Goods Co.	
LOUISIANA New Orleans—Gus Mayer Co., Ltd.	
MARYLAND Baltimore—Hochschild, Kohn & Co.	
MASSACHUSETTS Boston—Jays, Inc.	
MICHIGAN Flint—Ruth Davy Grand Rapids—Nathan Strauss Co., Inc. Jackson—Elaine Shop	
MINNESOTA Minneapolis—John W. Thomas & Co. St. Paul—The Emporium	
MISSOURI St. Louis—Madeleine et Cie.	
NEW JERSEY East Orange—Best & Co.	
NEW YORK Buffalo—The Jenny Shop Rochester—McCurdy & Co.	
NORTH CAROLINA Asheville—Jean West	
OHIO Cleveland—Lindner Co. Dayton—The Elder & Johnston Co. Toledo—The Gillespie Shop	
OKLAHOMA Muskogee—B. E. Spivy Co. Oklahoma City—John A. Brown D. G. Co.	

IF NO SHOP

in your shopping radius is listed here, tell Vogue what model you want and we will give you the nearest address where Vogue's "Finds of the Fortnight" can be found. Enclose a stamped, self-addressed envelope. Vogue, 420 Lexington Avenue, N. Y. C.

BEAUTY NEWS for those who Dance!



When the Spotlight plays upon you . . .

—BRINGING into glaring prominence every tiniest flaw in your complexion . . . then, if you have used COLONIAL DAMES ALL-PURPOSE CREAM, you may look up into his eyes confident that your skin will withstand his most searching glance.

COLONIAL DAMES ALL-PURPOSE CREAM contains a vital beauty element lacking in ordinary creams...Certified Vitamin D, exclusive in this cream under U. S. Pat. No. 1,980,971. It acts upon your skin like vitalizing California sunshine, stimulating the cells of the underskin to new, healthful activity. Regular use often brings definite skin refinement...as quickly as fourteen days.

ONLY \$1.00
at selected department and drug stores, or sent direct from our Hollywood laboratory, together with booklet containing the fascinating story of Certified Vitamin D.



**COLONIAL DAMES
All Purpose CREAM**
a perfect cleansing and tissue cream, containing pure almond oil, activated with 2000 A. D. M. A. units of Certified Vitamin D. Try it for just two weeks!

Colonial Dames

4654 HOLLYWOOD BLVD.

New York

Hollywood, Calif.

Chicago

To Women Over Thirty: In perfecting our clinical work on Vitamin D, exceptionally quick and satisfactory results were obtained in treating premature wrinkles and other signs of an ageing skin with a cream containing five times the normal quantity of Vitamin D (10,000 A. D. M. A. units per jar). A liberal jar of this new super-activated Vitamin D cream can be obtained at drug and department stores, or will be sent direct postpaid from our Hollywood office on receipt of \$3. Ask for Colonial Dames Super-Activated Salon Cream.

**SUITED
TO
EACH OTHER**

Croxley hats and tailored clothes

• **MASCULINE INFLUENCE** on feminine fashion has now reached the point where a classic suit is a "must" for spring—worn with a suave, man-tailored hat... one such as the Croxley "Swagger" posed at the far left, \$7.50. Or the Croxley "Chevron" (right), \$10.75. Each in felt, baku or toyo.

CROXLEY HATS



Lord & Taylor
New York

VANDERVOORT'S, St. Louis
BLUM'S, Philadelphia
CHANDLER & CO., Boston
THE LIBERTY HOUSE
Honolulu

Agents in Principal Cities

"but we can't invite Mary, she's so dull!"...

Mary was the sort of girl who stood still, while her friends kept forging ahead... they learned secrets of smartness and allure, how to avoid certain mistakes in dress, how to talk interestingly... Men, too, turned away from Mary—she need not have been unpopular—nor need any woman lack ways that win admiration. In private—under confidential guidance—you can master

The Secret of Smartness The Art of Allure

Now America's premier authority on smartness, Alma Archer, admired in every social capital on two continents, reveals in a home study course, the priceless advice she's given to many delighted clients of society, stage and the business world. With magic certainty, she analyzes your good and bad points, tells you how to be chic and fascinating, how to overcome handicaps. Her

highly personalized course, women claim, is a revelation. It is the climax of years of authoritative experience. You'll marvel at her ability to help you, wherever you are, whatever your situation. She can save you countless dollars in developing the smartest wardrobe you ever possessed—one all will envy. And her frank, psycho-analytic talks with you will "make you a new woman."

How Men Judge Women

Aside from becoming the smartest woman in your crowd, learn what men seek beyond style... all the little things so important to feminine charm... appraise yourself as never before, with Alma Archer's guidance. Her course must do wonders for you—and you're the sole judge—or else it doesn't cost you one penny.

to: ALMA ARCHER, Studio 42
724 Fifth Avenue, New York City

Please send me, without cost or obligation, your book "The Secrets of Smartness" and The Art of Allure, personal analysis and information regarding your course.

Name.....

Street.....

City..... State.....

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THERE ARE MORE
THAN

two sides

TO A TOWEL

POSSIBLY a good bath towel isn't quite as necessary to life as food and drink . . . but please think hard about yourself for a moment—and consider the versatile help, hope and contentment *you* get from *your* towels.

First of all, they have several distinct working purposes. The right bath plus the right towel can do worlds for physical You. Briefly, it can clean the skin, open the pores, stimulate blood flow and relax the nerves—serving as beautician and as physician, both. . . . That makes *two* sides, at least.

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Luckies

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